

House Beautiful's

35¢

# Handbook for Home Planners

**ANSWERS**

**YOUR QUESTIONS ON:**

SITE SELECTION

SITE PLANNING

LANDSCAPING

SOLAR HEATING

HOW MUCH YOU  
SHOULD PAY

HOW TO FIT YOUR HOUSE  
TO YOUR IDEAS OF LIVING

THE DIFFERENCE BETWEEN  
GOOD AND BAD  
HOUSE PLANS

HOW TO REDUCE  
HOUSEWORK

WHETHER TO CHOOSE  
MODERN OR TRADITIONAL

*Plus...*

DRAWINGS  
AND PLANS FOR  
8 BRILLIANT  
NEW HOMES

developed  
by the editors of  
HOUSE BEAUTIFUL  
MAGAZINE



*Better your home... Better your living*



HERE'S WHAT DELIGHTED USERS HAVE TOLD  
HOUSE BEAUTIFUL ABOUT

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new  
contribution  
to home  
planning  
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Mrs. P. F. C.

FOR FULL DETAILS OF THIS NEW IDEA THAT WILL  
SAVE YOU WORRIES AND DOLLARS WHEN YOU  
PLAN YOUR NEW HOME TURN TO PAGES 34 & 35



# House Beautiful's Handbook for Home Planners

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(House Beautiful)

# What makes a plan GOOD?

What are the qualities—of goodness or badness—by which you judge a house plan? If you don't know, you run the risk of acquiring merely a *new house but not a better house*. There is no sadder, nor commoner occurrence in home building

By Will Mehlhorn

When you know very little about something, you aren't very critical. It is indeed true that "in the dark, all cats look black."

Sad to relate, several million American families are planning to build homes in the next few years, and they're in exactly that fix. They don't know a good plan from a bad one. They're satisfied if the plan offers them a pretty face on the street side and the required number of rooms.

This is like asking for a sandwich when you could have a banquet. For a new house, in this age, can be a hundred times more than mere shelter. And if you don't get more, you might as well live in an apartment or a repainted old house.

So what makes a house plan good? It isn't cost, certainly, for a bad plan can cost as much, or more, than a good one. It isn't individual elements alone, for a good kitchen and

a poor living room do not add up to a good plan. It isn't appearance or fine fittings or even good construction, because they could be of top quality in a poorly planned house. No, a good house plan is like a good recipe. It is a skillful combination of specific ingredients. These ingredients (in the trade terms of architects) are livability, site planning, circulation, privacy, and storage. We analyze them for you point by point on pages 8 and 9.

Today, as building costs reduce the size of the house and make it harder to include the amenities of living, we urge you to study good planning. Learning its principles won't add an extra dollar to your construction costs. But it may mean the difference between a commonplace, inadequate house of boxlike rooms, and a house in which ingenious planning lets you live like a king, even in small space. As an object lesson, the next six pages show you the good and bad of house planning.



# What makes a bad plan BAD?

A house plan is no good unless it provides smooth running, agreeable living. This awkward, inadequate plan won't do that. See its faults listed below. Then see the next pages where House Beautiful's Building Editor has redesigned this bad plan into a good one



The planning of America's small homes just hasn't been good enough in the past. This badly planned house is like thousands of small homes built throughout the country. It gives more attention to a "cute" façade than to good living arrangements. Outside, it imitates (with variations) the Cape Cod house built in Colonial days. Inside, it is a cramped rectangle of poorly related cubicles. In half the space the early Cape Cod houses had, this house tries to follow the same pattern, include the same number of rooms,

and add modern equipment. The result is cramped living. Beware of this kind of plan. You can pay just as much for it as for one which has quality of design and which gives you good living.

To test the working of this plan, assume you are living in the house. Follow the steps of daily household routine through the rooms, checking our points below. You'll find the living room is a traffic way; that there is little privacy, that the sunny side of the house has only two windows, that wall space isn't well planned for furniture.

**1. Garage.** At back of house, it requires hairpin turn to get in or out. Spoils rear garden. No work space.

**2. Kitchen.** One window, no cross ventilation. Kitchen door (garbage cans, etc.) in full view of front door and dining room. Poor relation of sink, range, refrigerator for work. Inadequate storage space, counter space. Hazardous steps leading from kitchen to garage. Conflicting doors.

**3. Dining Room.** Too small for comfortable use. Doors in three walls turn room into hall between living room and kitchen. Door to basement is dangerous, opens on winding stair.

**4. Stairs.** Stair to upper floor (for future bedroom) opens on living room. You'd go through it on each trip. Cellar stair (from full basement) means traffic through dining room.

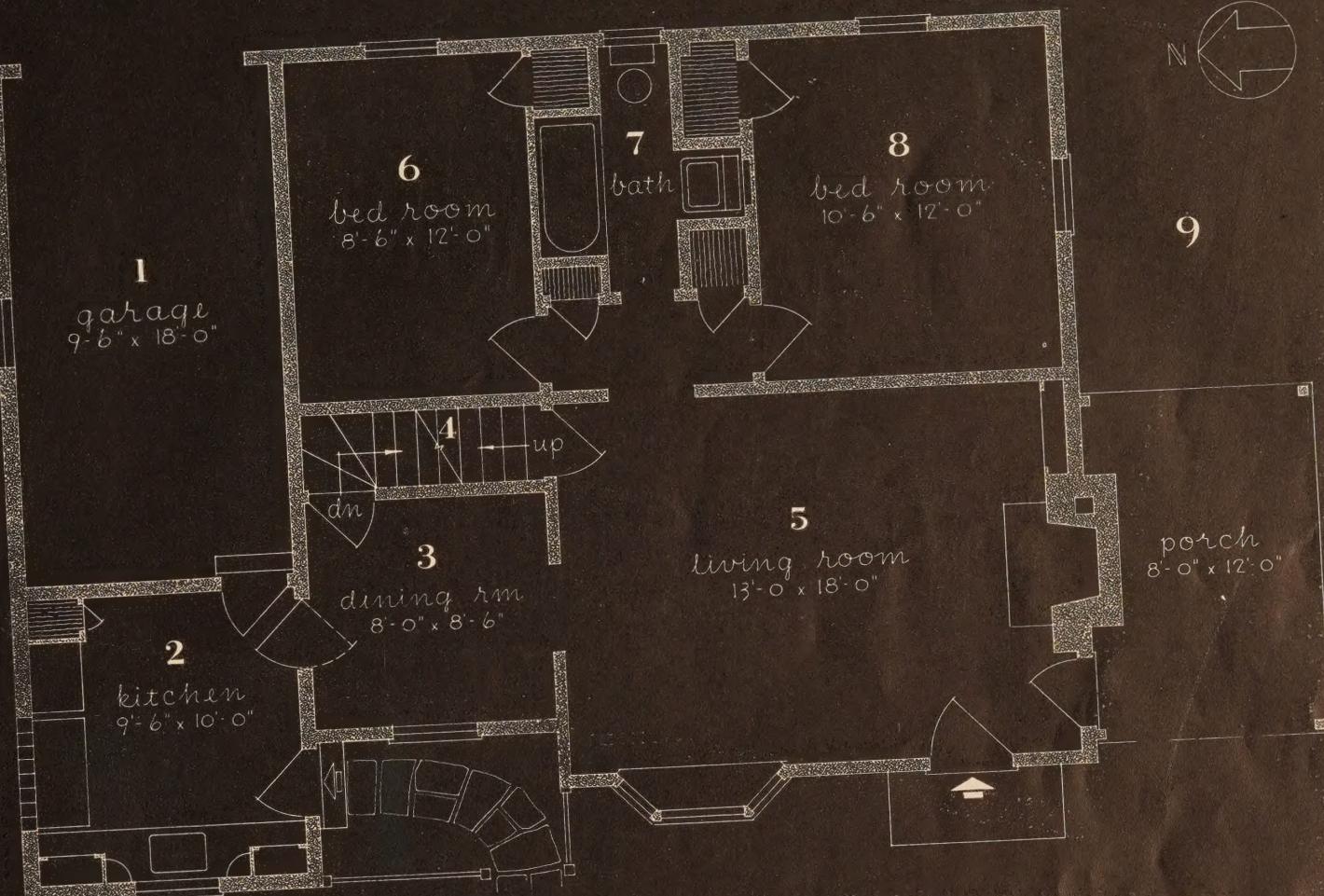
**5. Living Room.** Four doors and stairway make traffic lane of the room. The front door has no weather protection inside or out. The room has no coat or storage closet. Poor use is made of the south side exposure; front bay is the only window. Front door location puts room on view to street. Poor wall space for furniture.

**6. Single Bedroom.** No cross ventilation. Only one closet, 2 feet square.

**7. Bath.** No closet for towels, general storage. Toilet location in full view of living room and bay window when the door is open (and it generally is!).

**8. Double Bedroom.** Beds would use most wall space. No sitting room.

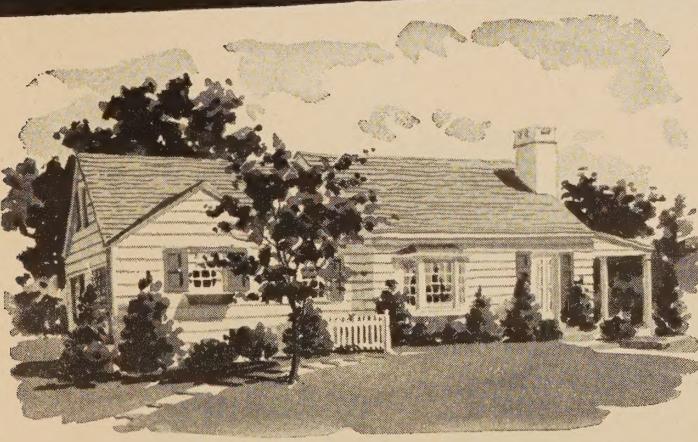
**9. Site Plan.** Front living room and kitchen have no relation to rear garden space. No handy way to serve garden meals from kitchen. No way to supervise children's outdoor play from kitchen. No enjoyment of garden view from living room. Side porch in view of street has no privacy. Exposures give cross ventilation to only two rooms in the house.



### STOCK PLAN HOUSE

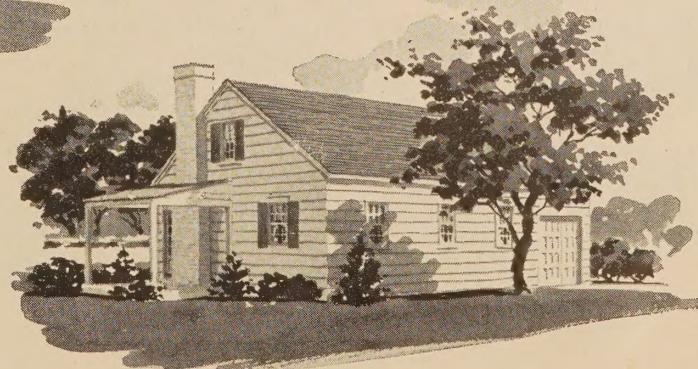
Approximately... 2,765 square feet

Approximately... 19,777 cubic feet



● Pretty features like the picket fence around the kitchen yard, shutters (useless ones here) at front door and kitchen window won't make up to you for inconvenience and discomfort of badly planned house. The bay window charms street passersby, but south side window would benefit owners more

● What's the use of garden space at back of house if only the garage, bathroom, and bedroom windows look out on it as they do here? It's poor planning to make the street side the only good side of the house when it's the garden side the homeowner enjoys most. All sides of house need proper design



# the same house — but REDESIGNED

Using the same lot, the same exposures, the same number of rooms, we have revised the house shown on the preceding page. Our scheme requires less cubage, less floor space, yet it produces a far more desirable house. Revised plan is shown on the next page

**A**s practical proof that better planning makes a better house, we redesigned the badly planned house shown on pages 2 and 3. Here, and on the next two pages, is our version of an up-to-snuff little five-room house that works well and looks well. We kept the same elements—living room and kitchen at the front, bedrooms at the back, garage on the north side, porch on the south side. There all resemblance ends.

The other plan was a jumble of inadequate, conflicting rooms. This one is a well-ordered plan with generous space for general use, individual space for private retreat, ample space for outdoor activities. It includes amenities rare in a small house—storage room which is really adequate, a front and back door which do not open plunk into the living room or kitchen, bedrooms and living room secluded from other rooms.

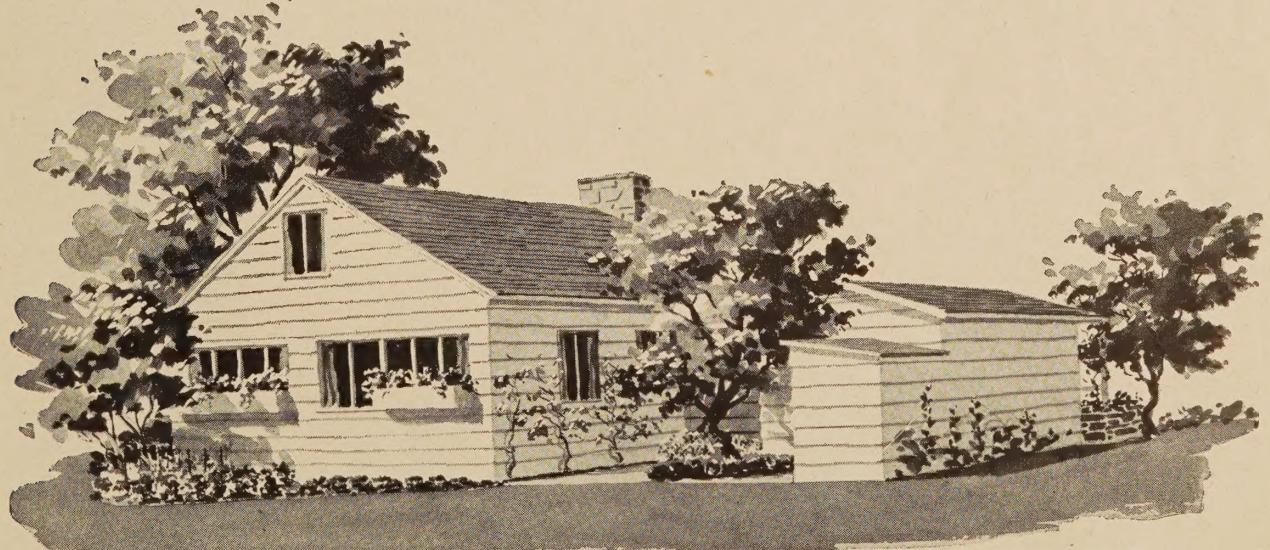
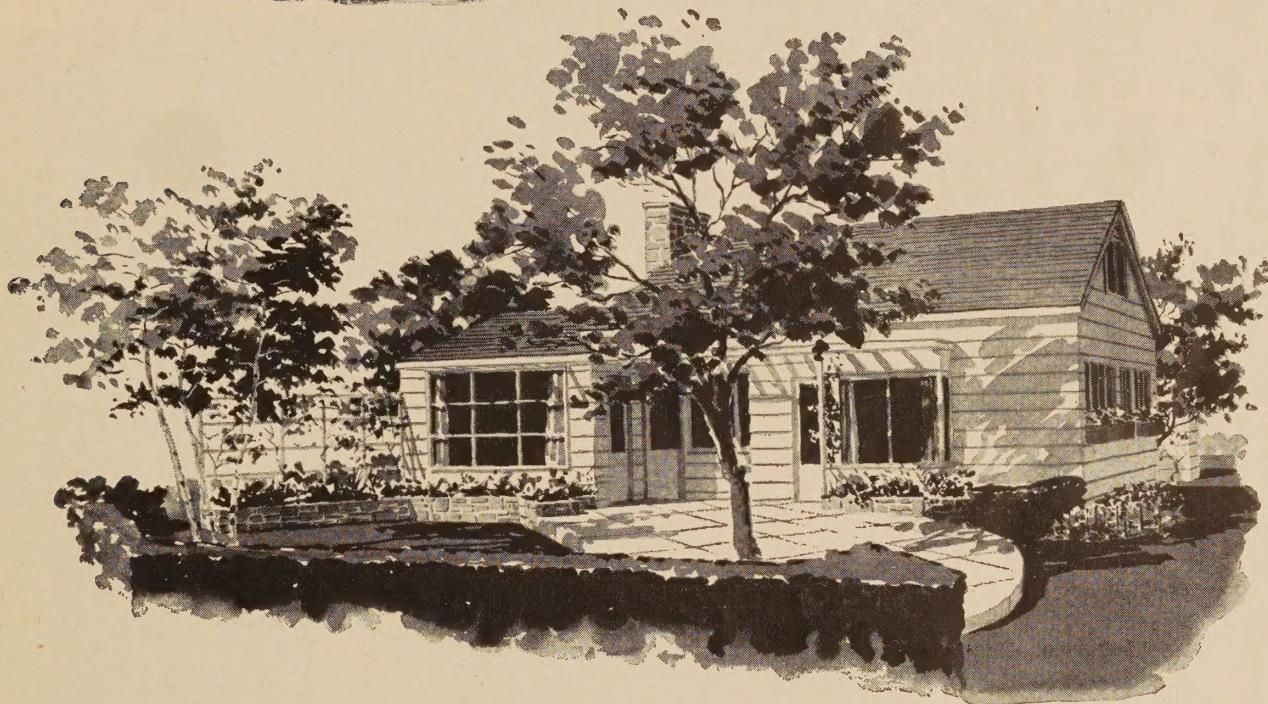
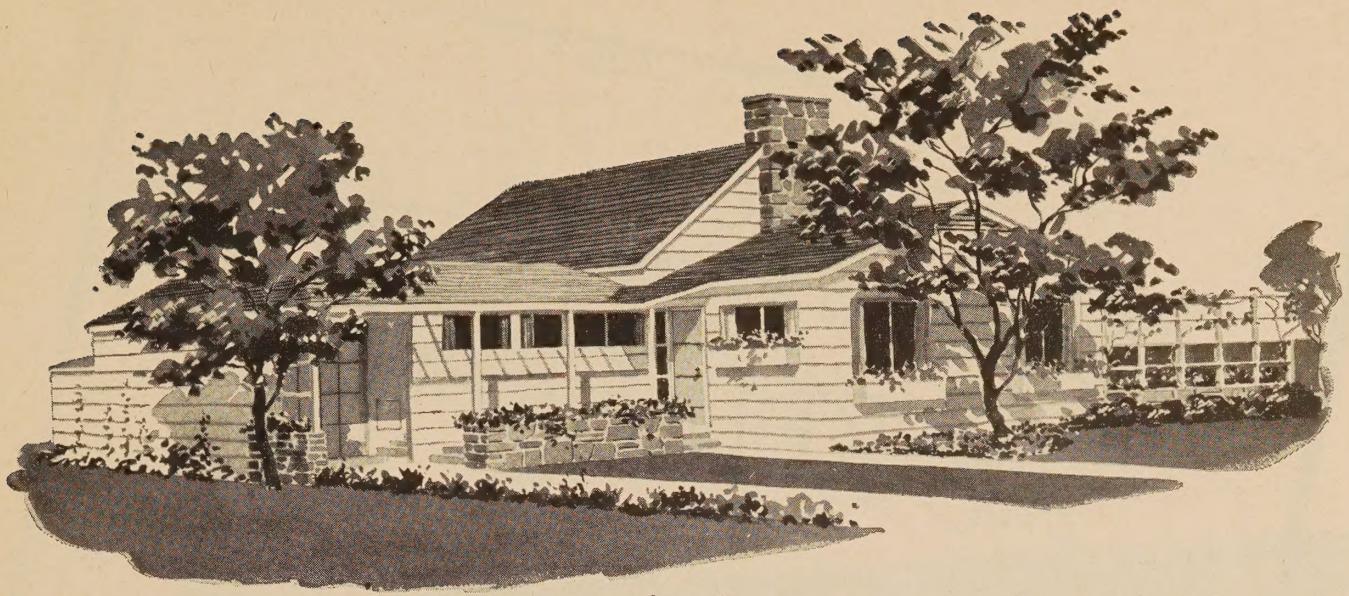
To achieve these benefits, we pulled the living room forward in a separate wing, giving it three exposures instead of two. We moved the garage up front, handy to the street, giving the kitchen both front and rear windows. We put the dining room in the center of the house, where it is used for dining and for all purposes, from day nursery to night-time recreation room. We managed all this in less cubic feet than the other house by lopping space off basement and attic, increasing the size of first-floor rooms where living space is needed.

- There's no back-door look to the front of this house, although kitchen entrance and garage are here as well as front door. They are screened by the arbor connecting garage and front door, an arbor which also protects west kitchen windows from sun. Side location of front door shields it from street, roof protects it from weather. With all entrances on front, rear of house is a garden

- The whole south side of the house is one big outdoor room in good weather. Living room, dining room, and master bedroom all open on porch and terrace and have the largest possible windows to bring sunlight, fresh air, and garden view directly into the rooms. Summer sun is screened out by overhanging trellis for vines. Porch is covered for rainy weather, is enclosed in winter

- At the back of the house there is room between garage and house for drying yard and children's play yard. This service area is well separated from garden areas, adjoins garage and tool shed and is directly supervised from east kitchen windows (see plan on next page). High windows over flower boxes give privacy and wall space in bedrooms. There is room for a future bedroom upstairs

HOUSE BEAUTIFUL'S  
Home Planners Study Course



DESIGNED BY WILL MEHLBORN

# the same house — but REDESIGNED

Here's our revision of the bad plan on page 3. Compare it point by point with the sad original. It's still five rooms, but what an improvement in living a few changes make! Note how garden and site planning must be done in co-ordination with room planning

1. **Garage** at front of house for easy access. Short driveway to build and maintain. Garage has storage space and work table under south window.

Trellised entrance ties garage and kitchen wing to the house attractively. It provides cover between garage and front door and shields high west side kitchen windows. Gives front garage decorative as well as useful value.

2. **Kitchen** is size of kitchen on page 3, but 10 feet of windows across front wall (west), 7 feet of windows across rear wall (east), give light all day and cross ventilation. Front windows high enough for privacy, rear ones allow supervision of children's play yard.

Kitchen entrance at front of house handy to street but not exposed to it. Kitchen handy to all rooms, to both service and front doors, and to terrace.

U-shaped working area in kitchen is free of traffic. Front counter-height cabinets designed as a breakfast bar.

Service space adjoining kitchen used as mud room and laundry. Includes organized storage for canned foods, laundry equipment, cleaning supplies. Direct access to yard and garage.

3. **Dining Room** becomes all-purpose room in this plan. After mealtime it

is secondary living room. Younger members of family use it when elders are entertaining in living room and vice versa. The hub of the house, it adjoins all main rooms as well as the outdoor porch, terrace, and nearby garden.

Built-in benches with table are permanent dining unit. Also used as study table for office work or children's homework. Floor to ceiling cupboards give ample storage for tableware, linens.

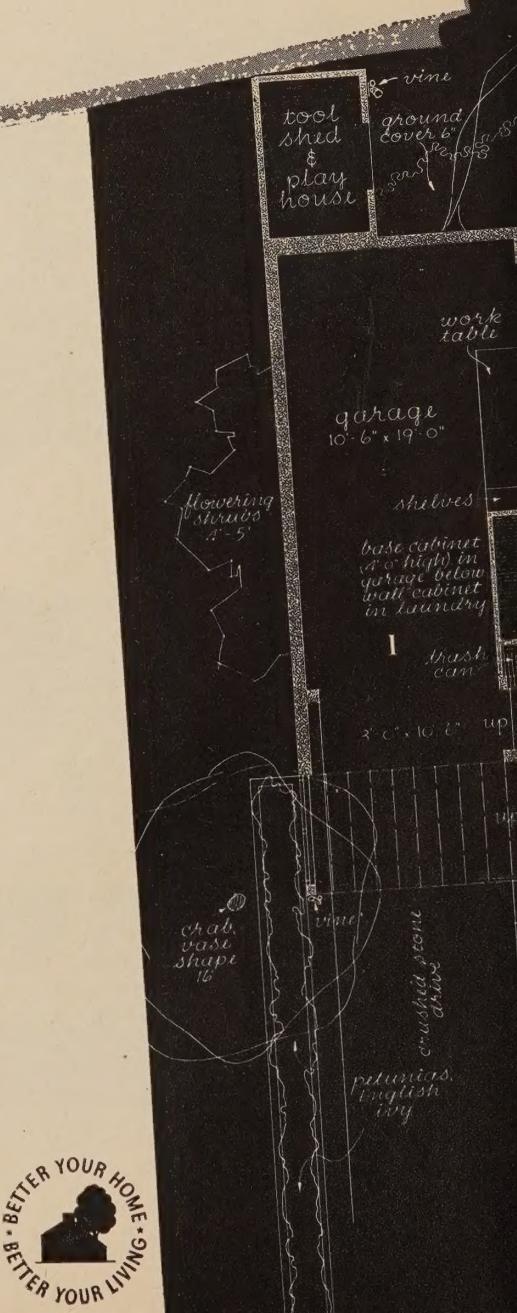
Window wall on south side gives excellent light, view, and sun (sheltered by porch and trellis). Porch, enclosed in winter, open in summer, connects with living and dining room.

4. **Stairs** in center of house are handy to all rooms, keep traffic out of living room, eliminate wasteful halls.

Basement stair (the only basement excavation is for the heater under dining room) is next to the kitchen.

Upper stair (door closes it off from first floor) leads to space for future bedroom and bath. They would be located over first-floor bedrooms and bath, and require dormer windows.

5. **Living Room** has same location as in preceding house plan. But the front door is placed so it does not open directly on street. And there is an entrance hall to screen living room from front door and create privacy. Hall has generous closet, and sliding door to screen dining room.



Windows on three sides give generous ventilation and light. North window is high for privacy from entrance. Front windows get west light shaded by tree. Big south side window shaded from too much summer sun by trellis.

Three sides of room offer good wall space for furniture. Shelves and cabinets are built along north wall and flanking fireplace, where furniture grouping overlooks south side garden.

Living room is isolated from the through traffic, but has direct access to the porch, terrace, and garden.

**6. Children's bedroom** is isolated from front room noises by bath and hall. Has cross ventilation and 16 feet of window space in 14-by-10-foot room. Good wall space beneath windows.

**7. Bathroom** window has maximum privacy because it is high and overlooks

play yard side of house. Plumbing fixtures have most economical installation, back-to-back with kitchen fixtures. Closet and cabinets in room.

**8. Master Bedroom** serves as sitting room as well as sleeping room. South side bay window overlooks garden and door opens on terrace. Clothing storage and dressing alcove at one end of room with built-in drawers and cabinets. High windows at east end allow bed wall space.

**9. Site Plan.** Lot has west exposure on street, and kitchen and living room windows take advantage of it while retaining privacy. House has been given attractive street side appearance while giving garage and kitchen quarters most easily accessible front location.

Garage screens house on north side

and kitchen and bedrooms get morning sun on east side. House makes good use of south side with big windows.

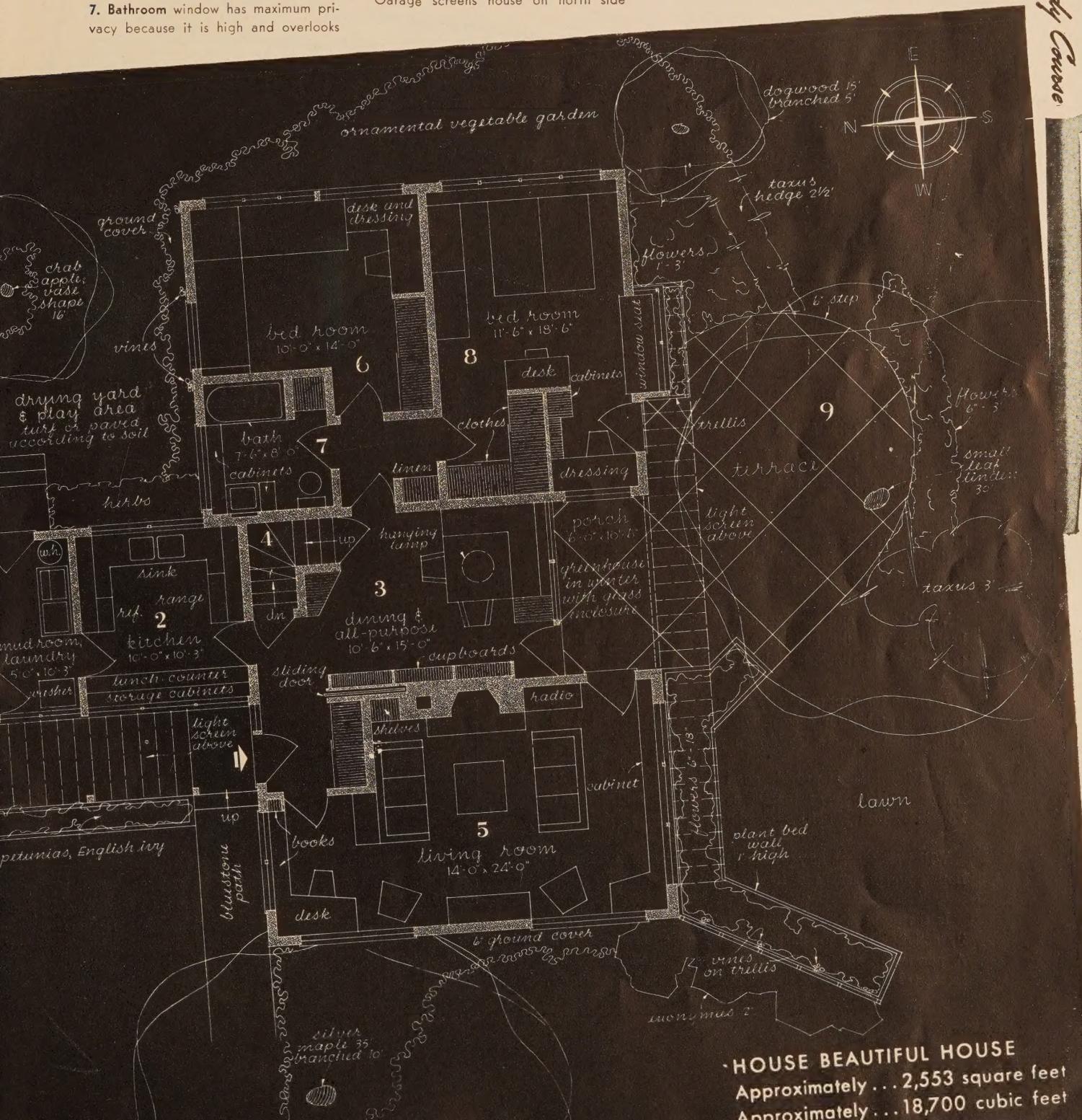
They are protected from summer sun with overhanging trellis, but admit maximum amount of winter sun to living rooms, and master bedroom.

South porch provides sheltered outdoor spot, and broad terrace gives pleasant quarters for outdoor meals and sunning. Garden adjoins this.

Children's play yard and drying yard for laundry are immediately behind kitchen and enclosed by two walls of house. Tool house and garage open on this yard, too. Service quarters and garden areas are well separated on lot. All rooms but dining room have cross ventilation.

Home Planners Study Course

HOUSE BEAUTIFUL'S



HOUSE BEAUTIFUL HOUSE

Approximately ... 2,553 square feet

Approximately ... 18,700 cubic feet

# what to look for in ANY GOOD PLAN

Here are the five essentials of good planning and a list of questions with which to test your own schemes and dreams. They are basic to any good house plan, whatever your particular needs and living habits may be, whatever the requirements of your climate or the lot you build on



**will it be  
the most livable  
house for you?**

**1. Livability** means having pleasant, ample facilities for eating, preparing food, cleaning, washing, sleeping, child raising, entertainment, recreation, and family life.

Will the size and arrangement of rooms simplify house-keeping? Will the plan save steps? Will it omit hard-to-keep-clean halls and catch-alls?

Is space for routine family meals handy and ample? Is space adaptable for easy group entertaining—for bridge club, buffet suppers, children's parties?

Will living room provide good furniture arrangement: for conversational get-togethers of family and friends? For individual activities—reading, writing, music?

Will wall spaces fit your cherished pieces of furniture? Both your present and future furnishings?

Is there space for individual interests as well as family activities in the plan? A spot for Father's hobbies? A permanent place for Mother's sewing and gardening interests? For children's homework, and model making?

Can rooms be used flexibly? A house of any size will seem more spacious if general rooms adjoin so they can be used together as well as separately. Window walls can double apparent size, too.

Individual rooms should have flexibility also. Can study double as guest room? Can dining room do duty as recreation room? Is kitchen planned for snack breakfast, for quick lunch?

Will you be wary of fancy features in your plan? Don't for example, waste costly space on a picturesque sweeping staircase if it means cutting down the size of your living quarters.



**is the house  
placed on its site  
to your best advantage?**

**2. Site Planning** means giving a house its most advantageous exposures to sun, wind, and view and making best use of its lot. It provides good orientation (the position of a house on its lot in relation to compass directions and exposures). It also provides good relation of house to street, to outdoor living and service areas, to character of lot and to surrounding landscape.

Does location of house on lot give rooms their most desirable exposures? Will you have morning sun in the kitchen? Will you have south exposure for the living room? Do you want east exposure and early sun in the bedrooms? Will the children's room get lots of sun?

Will you have south side plant windows? Will you have south side windows so the sun will help heat your house in winter? Will you have eaves and trellis for vines to protect south-side rooms from too much summer sun?

Will bedrooms enjoy prevailing winds in summer? Are they protected from north winds in winter? Will you have cross ventilation in all main rooms? Will porches catch prevailing summer winds? Will rooms enjoy view?

Are your room layout and your site layout planned together? Are living and dining rooms, porch and outdoor terrace, garden spots closely connected?

Is there an outdoor terrace for meals and lounging in pleasant weather? Is there a shaded, screened porch for hot or rainy weather? Is there a garden sun pocket for spring, fall, or winter sunning? Is there a shaded garden spot for hot summer?

Will garage be separated from outdoor living quarters? Is there space for children's play yard? Drying yard? Space for games as well as garden? Is the house well secluded from street? From neighbor's houses?



**are the rooms  
well related without  
intruding on each other?**

**3. Circulation** is the means of getting from one room to another, getting from one part of the house to another, and getting in and out of the house.

Does the main entrance give you access to the entire house without your having to go through individual rooms? Does it take a minimum amount of hall space? Does the whole plan avoid long, waste space halls?

Is the living room near front door but shielded from it? Is living room handy to all rooms but independent of them so it isn't a traffic lane? Can you get upstairs or downstairs without passing through the living room?

Is kitchen handy to both front and back doors? Is it immediately adjacent to inside and outside dining quarters for easy service? Is it handy to basement? To heating unit? To children's rooms? To sick room?

Is kitchen planned so working space is not traffic lane? Does kitchen overlook children's outdoor play yard?

Does laundry adjoin kitchen? Does it adjoin service yard? Is there a mud room or clean-up room on ground floor to save wear and tear on main rooms? Is bath handy to bedrooms? Do bedrooms require large hall space?

Can you go between garage and house without exposure to weather or without going through kitchen?



**will the  
house give you  
privacy?**

**4. Privacy** means provision for seclusion and quiet where it is wanted inside and outside of the house.

Have front rooms privacy from street passersby? From neighbors? Are outdoor living quarters screened from view as well?

Are living quarters exposed to visitors at front door? Are they protected from sounds and odors of the kitchen and service quarters?

Are the bedrooms isolated from sounds of general living activities inside and outside of the house? Is the bathroom out of sight of general rooms? Is it insulated for plumbing noises?



**is there  
space to store  
things?**

**5. Storage** space is something there is never enough of. It is just as essential to a smooth functioning plan as living space.

Are closets, built-in cabinets, and other storage units located where they will be handiest and most serviceable?

Is there an entrance hall closet for coats, rubbers, umbrellas, hats? Will it hold guests' paraphernalia, too?

Is there sufficient storage in living room for card tables, games, movie projector, movie screen, records, radio, books? Is it easily accessible?

Are there bedroom closets and cabinets to hold all kinds of clothing of all members of family? For both summer and winter wear?

Are all closets and cabinets designed in the proper size, shape, and arrangement for what goes in them?

Are there closets for linen, bedding, and blankets handy to bedrooms? Is there sufficient storage in bathroom for supplies and equipment too large for medicine cabinet?

Have kitchen and service quarters adequate, suitable storage for all tableware, food storage, cleaning equipment, laundry equipment, appliances, cooking utensils?

Is there "dead" storage space for luggage, bicycles, sleds, baby carriages? Is there space for storing awnings, porch furniture, garden tools, sports gear?

Is the garage designed to do double duty as storage for bulky objects? Is the basement light and dry enough for storage? Is attic space accessible, not dangerous to reach?

# A SOLAR HOUSE FOR A SOUTH FRONT LOT

**HOUSE NO.**

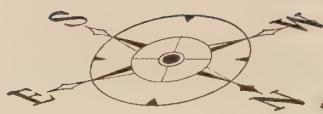
**27**

**1,719 SQ. FT.**

Excluding Garage

**MIN. LOT**

**WIDTH 75 FT.**



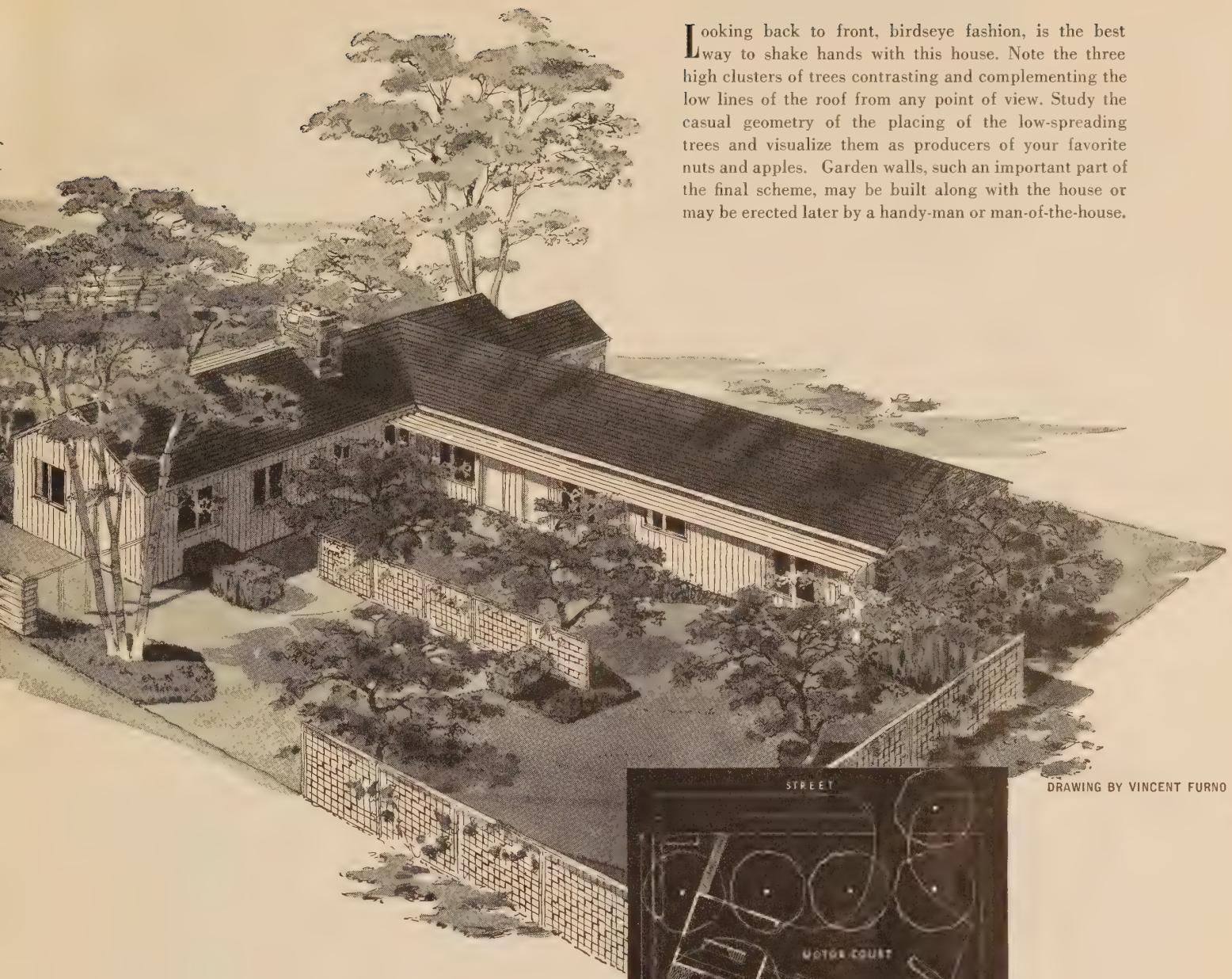
Yes you can have a solar house when your lot faces south and your big windows face the street—without sacrificing privacy. Here is a rare plan that shows how you can harness the friendly southern sun without living in a fish bowl. The trick? Site plan as you room plan, and make the best possible use of a relatively small lot

**T**he trouble with most solar houses is that they are designed for lots where the street is on the north. For it is a simpler matter to open the important rooms to the privacy of a southern rear garden. But only 25 per cent of the lots in America have south at the rear. What happens to the remaining 75 per cent of our building sites which have another orientation? Solar planning seems to have sadly neglected them. But here is a solution for a lot with south frontage.

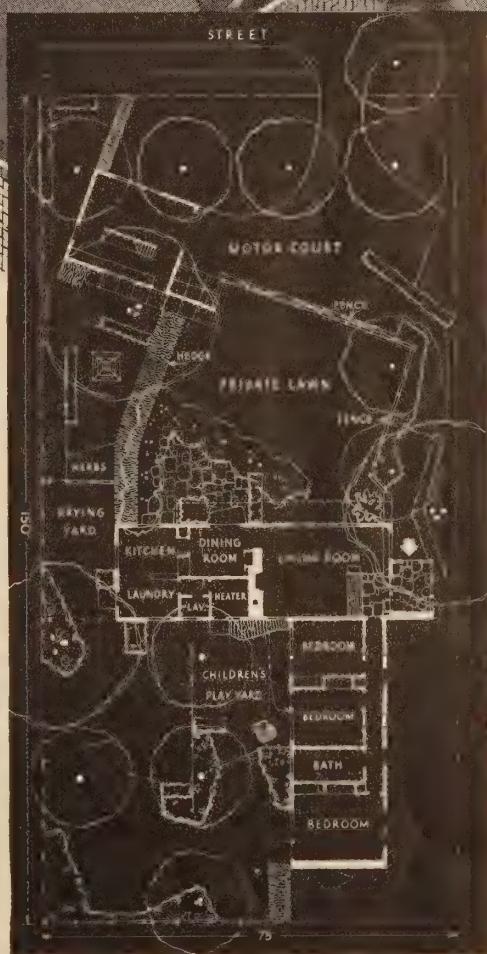
A solar house cannot face in just any direction. It must have plenty of window space facing south to let in the long slanting rays of the winter sun. Obviously, big windows should look out on a pleasant garden and be sheltered from the prying eyes of curious passersby. Plenty of windows and plenty of privacy is the answer given both these

requirements in this home designed by Reisner and Urbahn, architects, and snuggled into its hypothetical 75-foot by 150-foot lot by landscape architect, James Rose.

How does this home meet the requirements of solar design and privacy? It does so, mainly, by placing a private lawn between you and the street. By moving the house farther back than usual front-line building restrictions call for, ample space for outdoor living is gained. Your visitors arrive at a paved, off-the-street, motor court where guest cars may park without impeding your exit from your own garage. From there they may approach the front door by a short, hedged walk, or may enter into the enclosed front yard under the trellis at the garage entrance. This yard, surrounded on the south and west by a stare-stopping



DRAWING BY VINCENT FURNO



Looking back to front, birdseye fashion, is the best way to shake hands with this house. Note the three high clusters of trees contrasting and complementing the low lines of the roof from any point of view. Study the casual geometry of the placing of the low-spreading trees and visualize them as producers of your favorite nuts and apples. Garden walls, such an important part of the final scheme, may be built along with the house or may be erected later by a handy-man or man-of-the-house.

wood fence is the family outdoor living area. The view to the east is framed by a six-foot hedge, which shelters the service and work area from sight. From this area one approaches the walled-in kitchen yard and thence to the privacy of the rear or bedroom gardens.

Take note of how the garage has been angled ever so slightly away from the street. This is done to increase the width of the motor court and allow easier access to the garage doors. It is also possible to leave the doors open without exposing garage contents to the world.

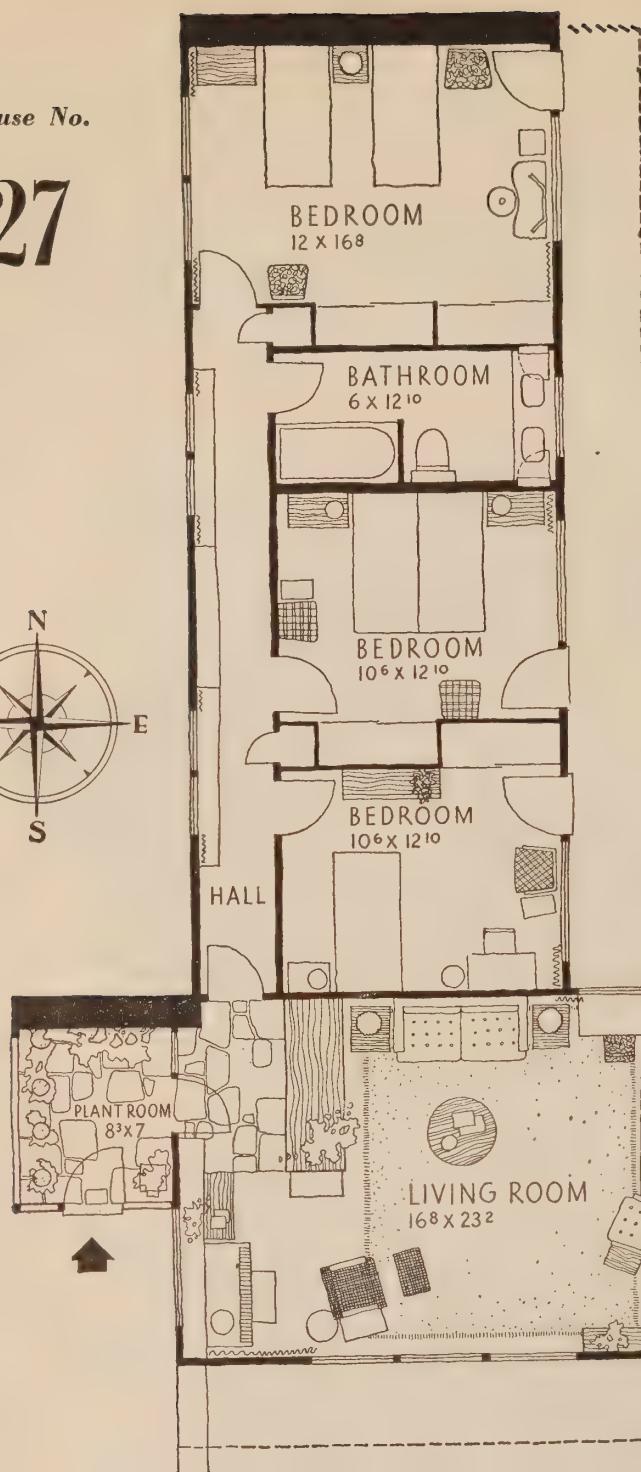
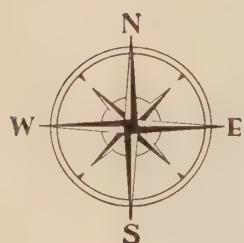
This design makes use of stock materials and is detailed for use of well-proved construction practices. Styled principally of those simple homespun materials, native stone and wood, it is easy to build, easy to live in, easy to love.



*Better your home . . . Better your living*

House No.

27



## A SOLAR HOUSE FOR A SOUTH FRONT LOT

**M**aster bedrooms need plenty of closet space and this one measures up completely to this requirement. East and west walls are for light and air, while north wall of stone lends its natural flavor to the room.

**R**oom exists, too, for bookcases or shelf storage in the bedroom hall under the high windows to the left.

**P**lan your bedrooms to make the most of the outdoor gardens. It's only two easy steps from floor to ground.

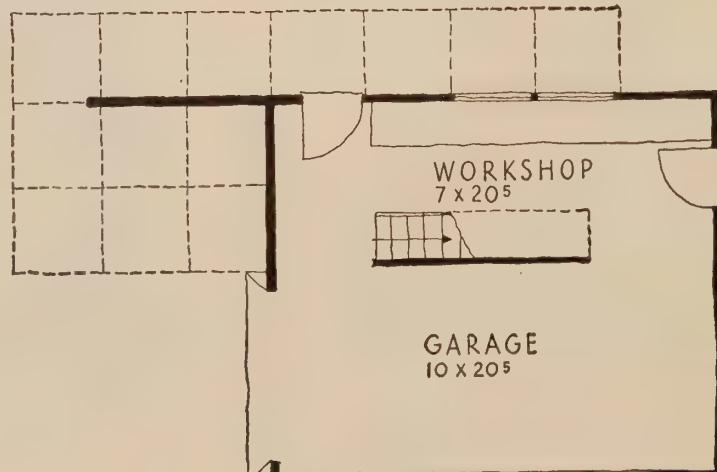
**T**he glass enclosed but insulated plant room is just the spot for "wintering-over" certain plants. The stone wall will store up the heat of the daytime sun and will return it later to kill the chill night air.

**P**lan a music corner along the stone wall at the west end of the living room. There's plenty of daylight here, if you would develop a reading or study nook instead.

**I**f a housewife's dream is a kitchen with three exposures then this kitchen-laundry is her cherished dream come true. All this and a handy lavatory, too.

**U**se the garage for the family workshop. A stair will take you up to additional space for little-used items.

**T**he workshop can be developed to your individual taste, for your particular hobby—be it indoor or outdoor.





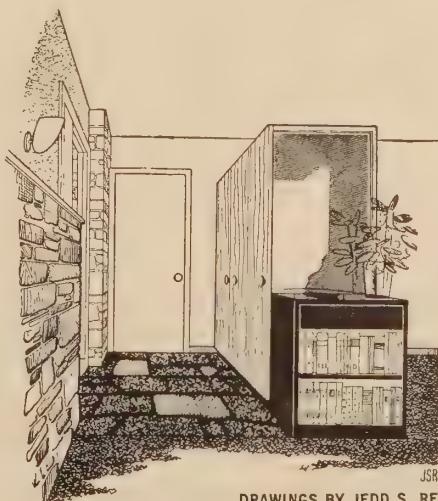
**T**win lavatories (right) nestled in a single counter permit double duty in the bath. Medicine cabinets open to expose mirror-backed doors and stay open while their contents are being used—let windows put light on your face. Store your towels, washcloths, and extras in the ample drawer and door space under the basins. Plan for extra equipment such as sun lamps, stools, and racks. There is plenty of room to spare for comfort.

**B**ack your favorite kitchen table up against the rack of open shelves. Fill them with plants, your show-piece utensils, plug in the toaster to a ready outlet, and the stage is set for kitchen meals at an arm's length from all work surfaces. Counter at left of table opens through sliding doors to dining-room cabinet storage. Kitchen table backs up to storage shelves which open from other side into laundry area for stacking ironing.



**W**alk through front door from plant room on a continuing flagstone floor. Deposit your clothes in a cabinet-type clothes closet with eight feet of hanging space. Hat shelf is above. The living room side contains two built-in book shelves above furniture height. Space below is thrifitly used for shelf storage of seldom-used articles with access from the front door side. Built-in mirror and cabinet, too.

**T**he masonry of the fireplace wall (left) pulls in its waistline to accommodate open and closed shelving for storage of the thousand and one "you-know-what" things. Glass doors lead out to a handy terrace and are sheltered by an airy, latticed sun-shield designed to shade your windows in summer but not in winter. Storage cabinets on the kitchen wall (see plan) house the family china and larger serving pieces.



DRAWINGS BY JEDD S. REISNER



*Better your home . . . Better your living*



**South Elevation**

**Let's look at this house** from the front-yard garden. Note long low roof line dominated with groupings of high trees at either end, broken with shimmering birches at entrance to dining room. Remember this is your private show. Passersby see only garden wall and garage wall.



**North Elevation**

**Compare glass areas on this side** with those above and you'll appreciate built-in comfort of this home in winter. Note contrast of textured stone with rough-sawn siding, topped off with rich brown wood shingles. Materials from the good earth with a down-to-earth look.



**West Elevation**

**Your neighbor on the west** will be your friend. This home will enhance his property with its clean low lines and view-enhancing placement. Guests, too, will enjoy approaching along garden wall to front door where they enter plant room alongside a stone wall amid your flowers.



East Elevation

**You're on your best behavior** from the east. Screen walls are judiciously spotted to insure privacy and yet give your view breathing space. A low wall leads along property from garage to house where it is raised to hide kitchen-door activities. Right wall screens bedrooms.

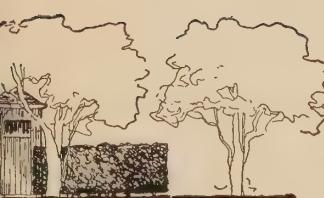


East Elevation

Through Living Room

**Compare three tree types** grouped here. All calculated to lend grace and charm to your living, which cannot longer be thought of as inside the home entirely. Note intimate relationship of front walled garden to living area and generous bedroom window areas.

## A SOLAR HOUSE FOR A SOUTH FRONT LOT

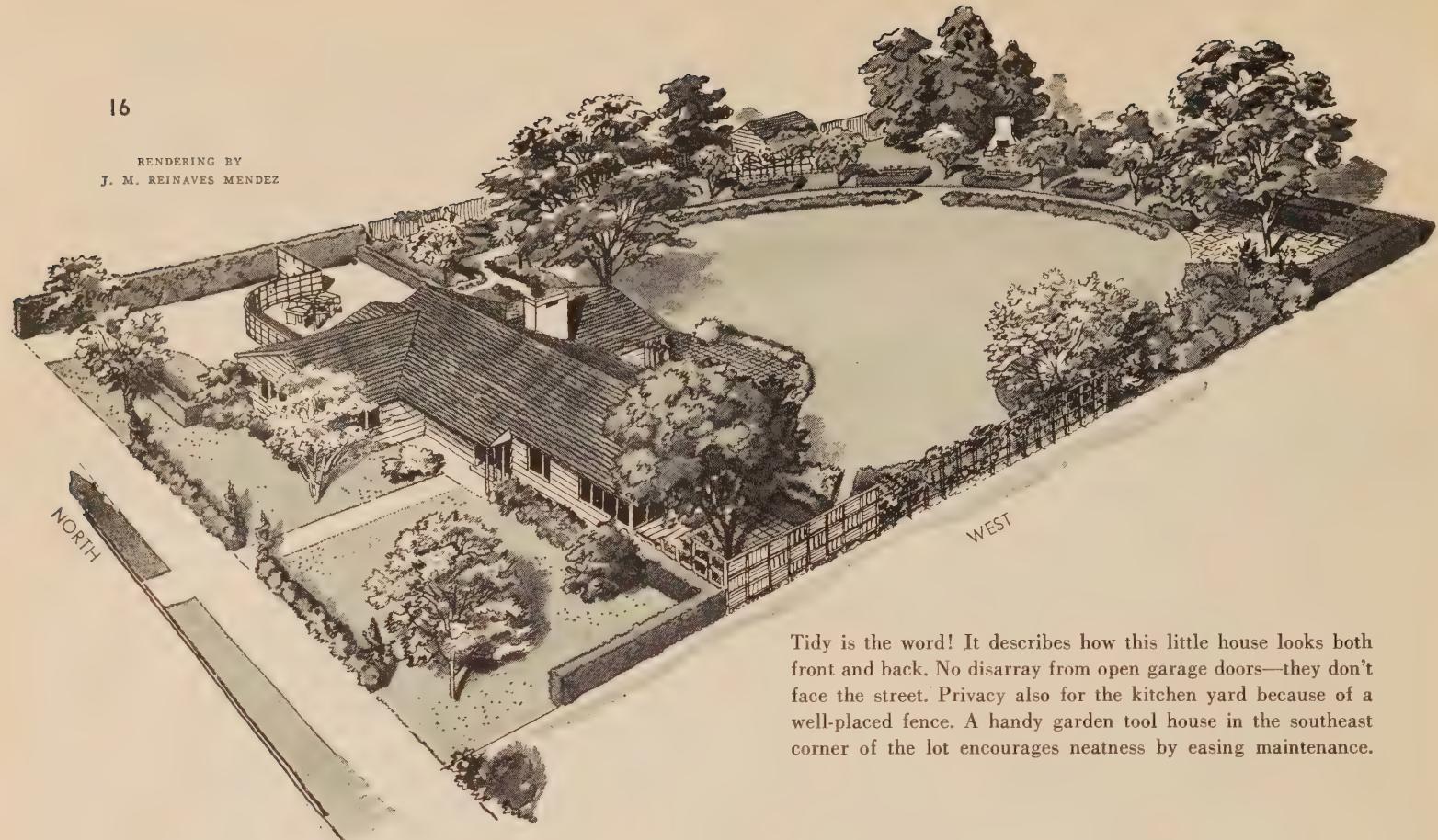


House No.

27

Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.

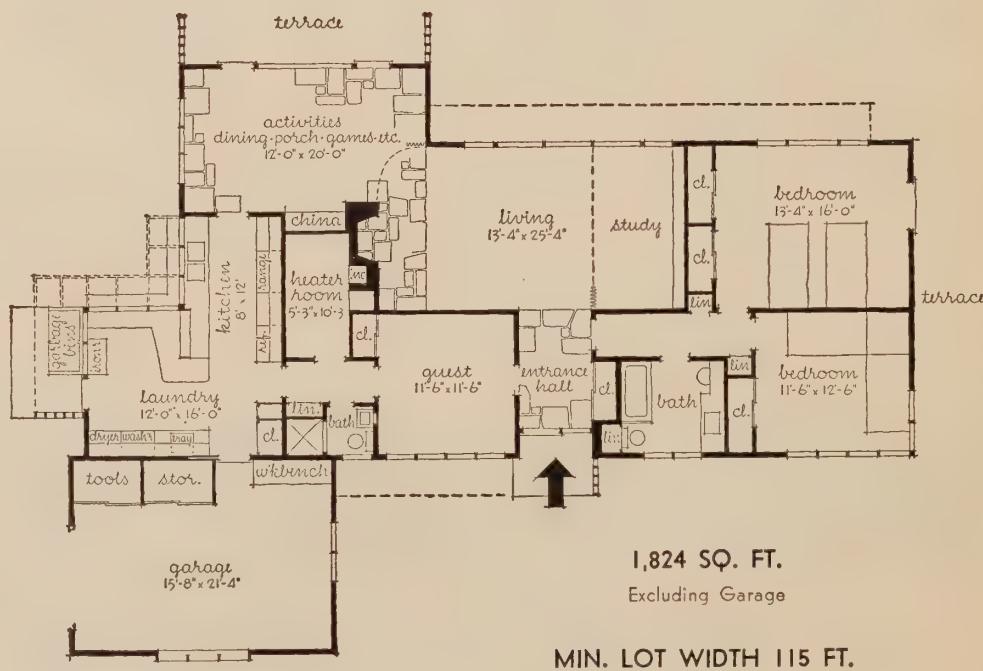
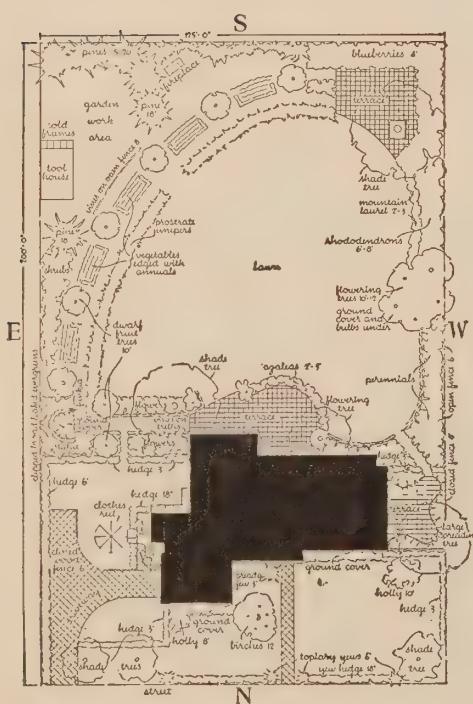
RENDERING BY  
J. M. REINAVES MENDEZ



Tidy is the word! It describes how this little house looks both front and back. No disarray from open garage doors—they don't face the street. Privacy also for the kitchen yard because of a well-placed fence. A handy garden tool house in the southeast corner of the lot encourages neatness by easing maintenance.

# A STOCK HOUSE

## that mixes work and play



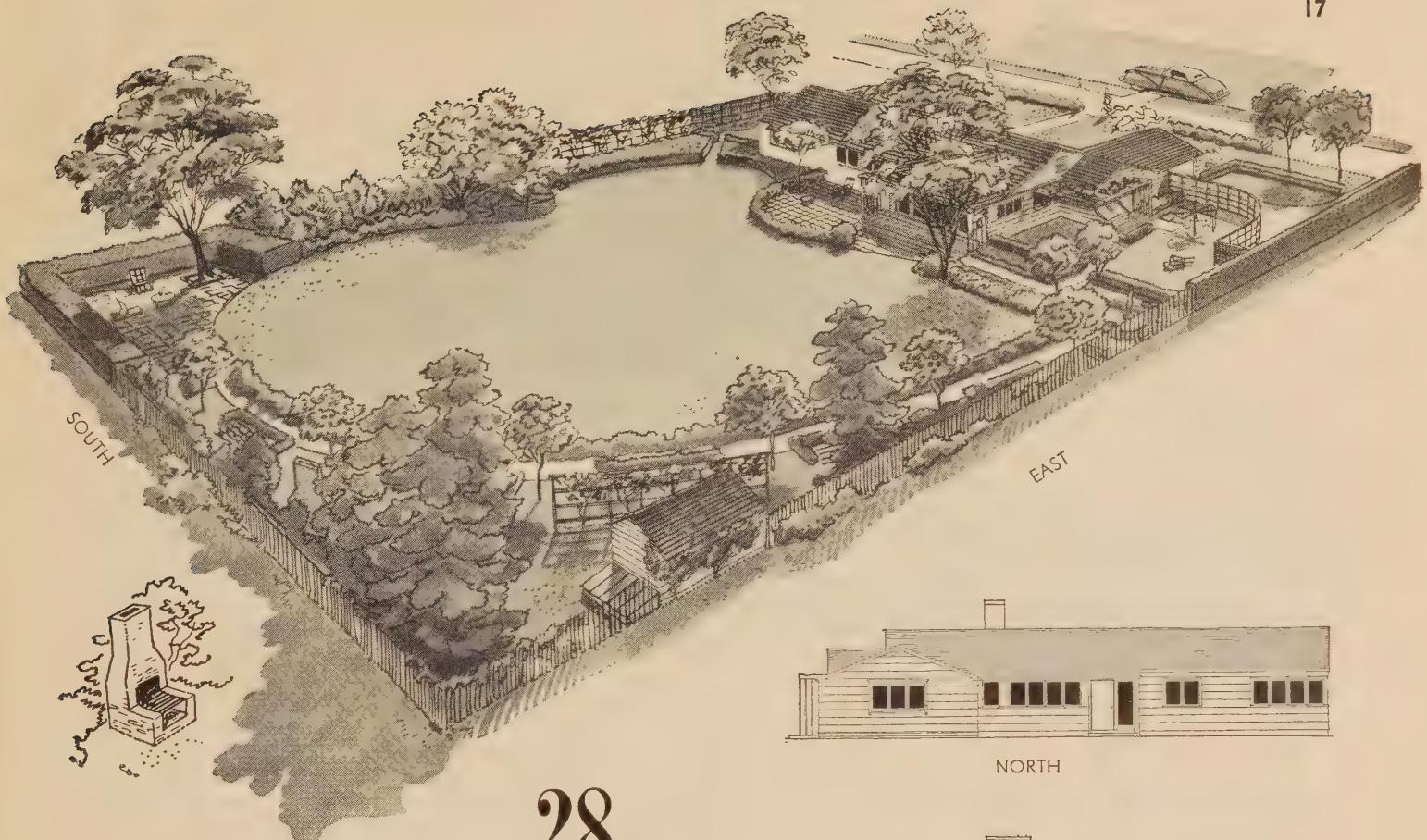
1,824 SQ. FT.

Excluding Garage

MIN. LOT WIDTH 115 FT.



**Better your home . . . Better your living**



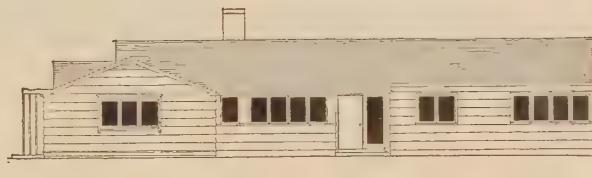
## 28

**House No.**

Can work and play mix? We think you will agree that they can and that the dividing line between them will become less marked with this house to make it so. One aspect of home life in this house centers in the bedroom and living-room quarters. Here cross-ventilated bedrooms are located well away from the noisy activities, soundproofed by an additional hall door and served by a generous-size bath.

The other aspect centers around the business end of homemaking. Here is the garage with storage space and workbench. It is but a quick step from there into the laundry which incidentally is just where it should be—near kitchen and rear yard, with plenty of work space for sorting out the ironing.

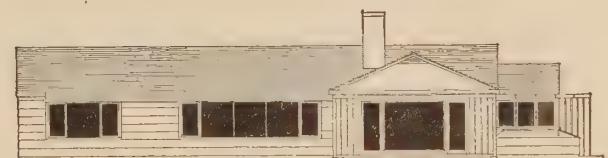
Handy counter space, closets and cabinets are featured in the kitchen. This brings us to the activities room, the mixing center for work and play. It's used for dining, but it's also good for many other things. Use it for bridge parties or turn it over to Junior's gang for parties, and give them the kitchen to go with it. No harm if they flow over into the laundry. If you wish, use the activities and living room together for state occasions. Guests count in the scheme of things too, or you may use the guest room for a maid.



NORTH



EAST

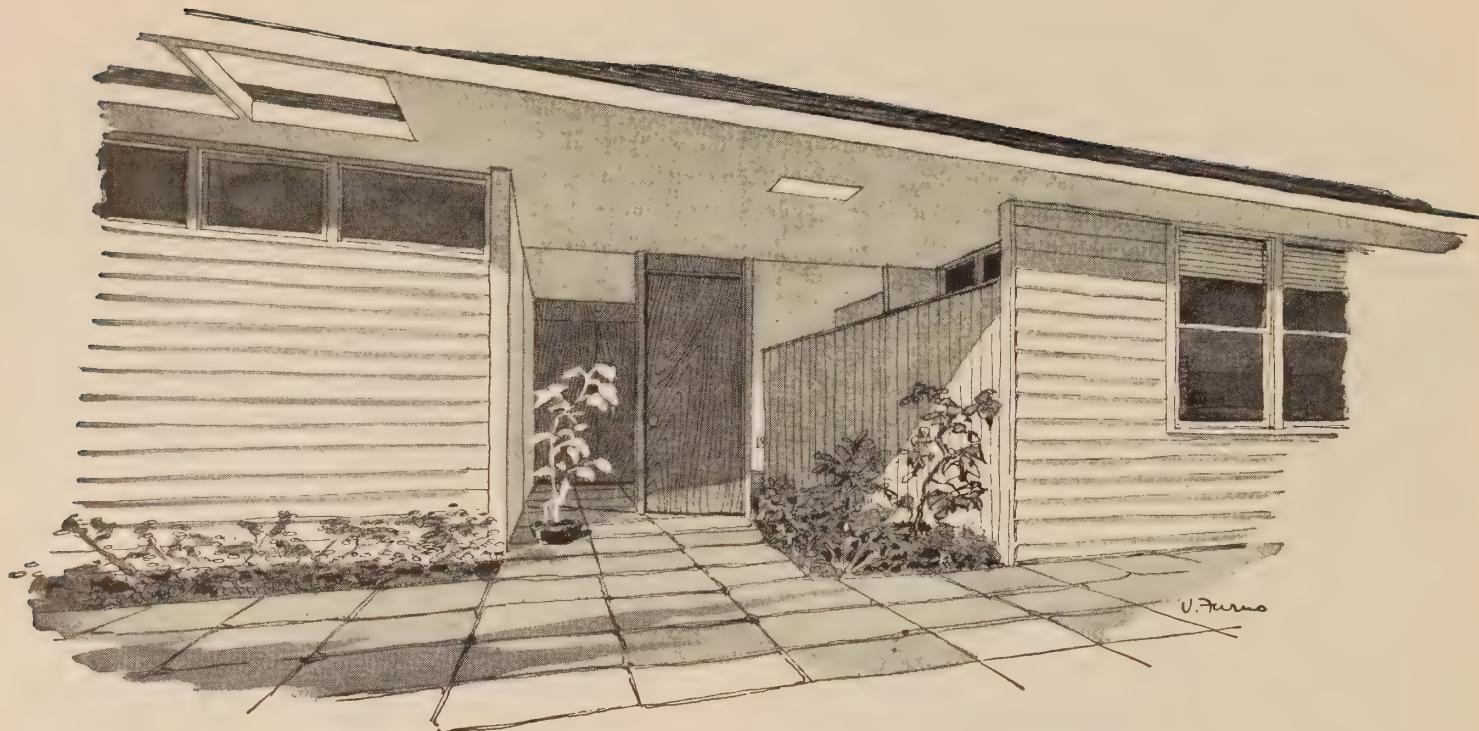


SOUTH



WEST

**Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.**



**R**ooms with views will be yours in this house. The feeling of openness is not cramped with a lot line right outside the window, even though the plot is small. This goes for inside the house, too, where the living room and dining area are merged into one large room.

## A 3-BEDROOM HOUSE

## FOR A 60-FOOT LOT

**READY TO BUILD** **HOUSE NO.** **29**

1,308 SQ. FT.

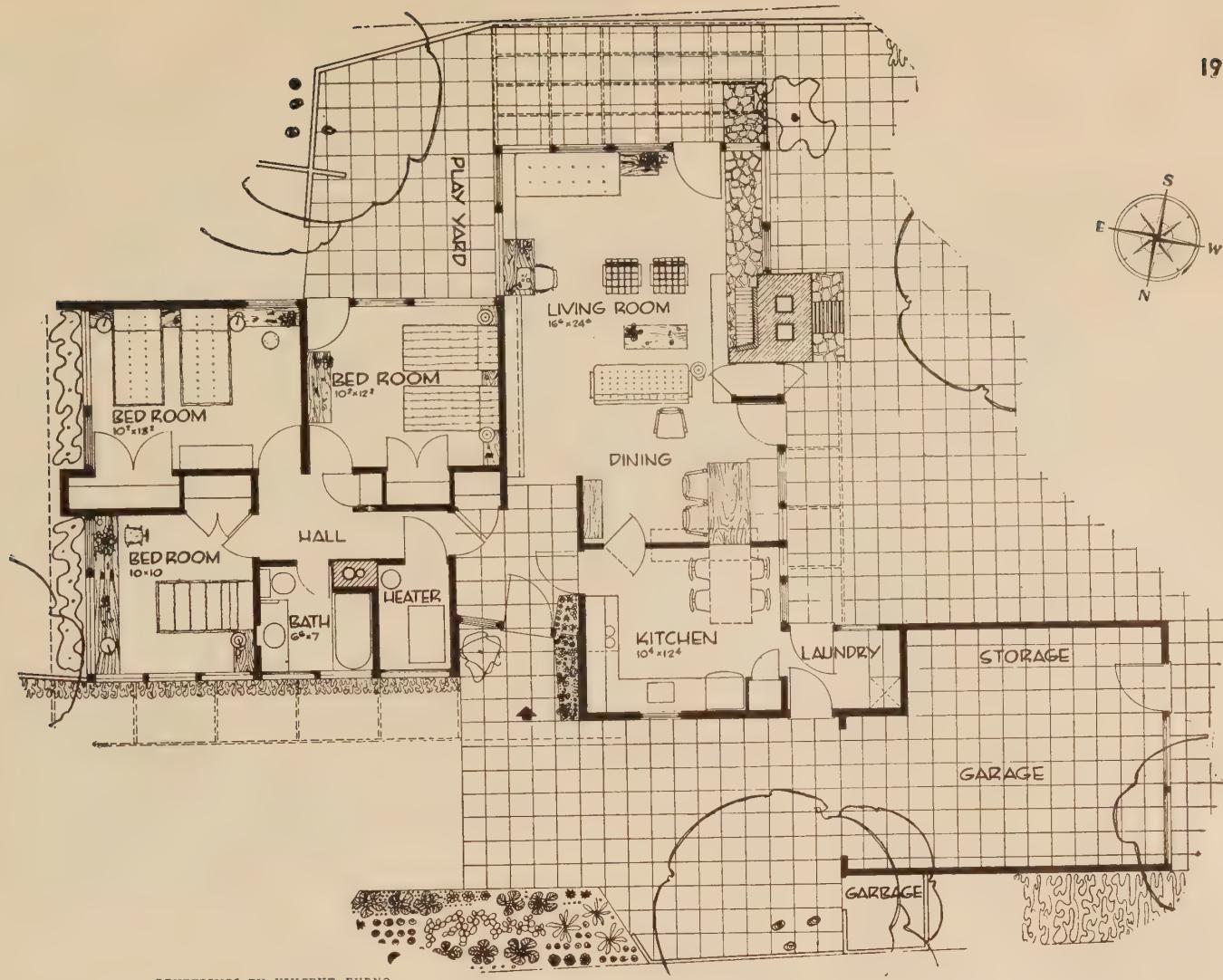
Excluding garage

**MIN. LOT WIDTH**  
**60 FEET**

**S**ixty feet of street frontage isn't much property to play with when you want to get the most out of it in mixed indoor and outdoor living—especially if you are wise enough not to want to put any old plan on it in any old way.

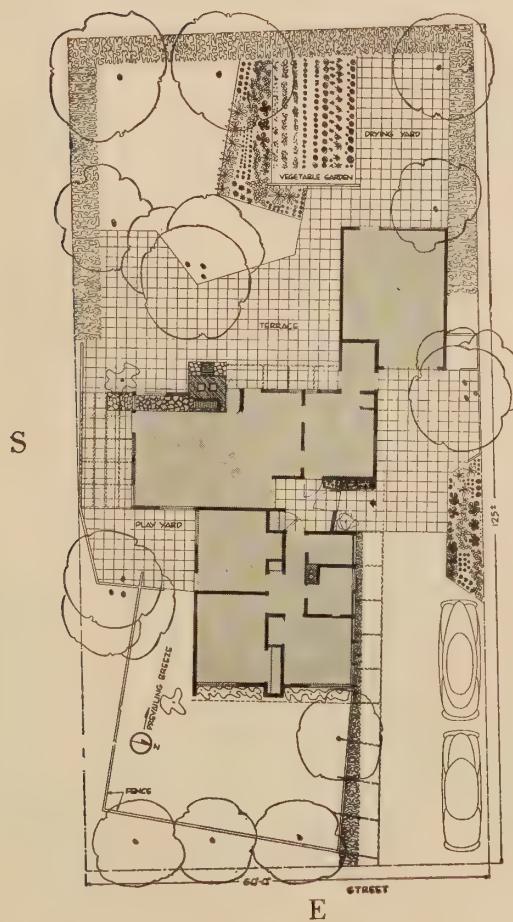
But architects Vincent Furno and Bernard J. Harrison made the most of every square inch in this cozy ready-to-build house. They have located living spaces and bedrooms to make the most of the southern exposure, while, at the same time, locating those living areas away from the noise of the street. If you stop and think, you'll realize that you haven't seen many stock plans that do this. And though bedrooms face the street side, they are hidden from view by a wood fence to give them honest-to-goodness privacy.

In order to give you more open area to the south, the house hugs the north lot line, while the driveway has been widened so that there is plenty of room for off-street parking for your guests without blocking the driveway. Though planned for an east front lot, the house will go on a lot facing north. With plan flopped over, it fits a west front lot.



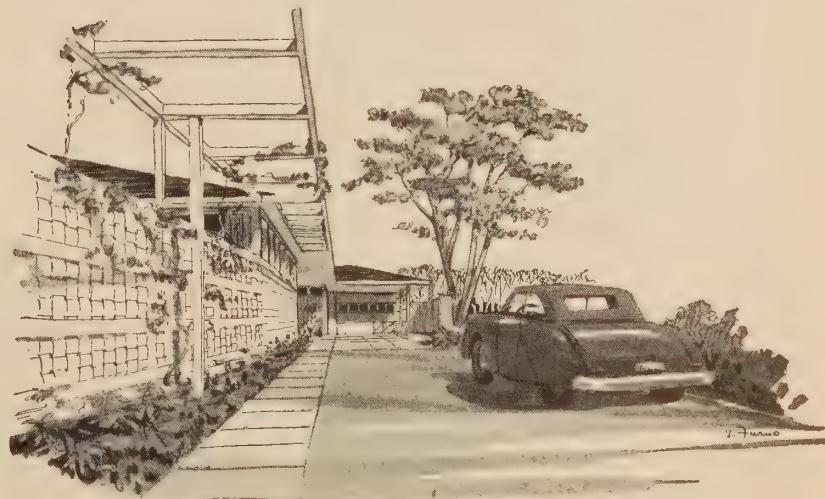
RENDERINGS BY VINCENT FURNO

W



Careful site planning by James Rose, landscape architect, called for arranging of terraces, trees, and plants (left) so that they appear to enlarge the apparent size of the house by carrying its lines beyond the actual rooms themselves, as in the case of the front garden wall and the covered terrace which opens off the living room on the south.

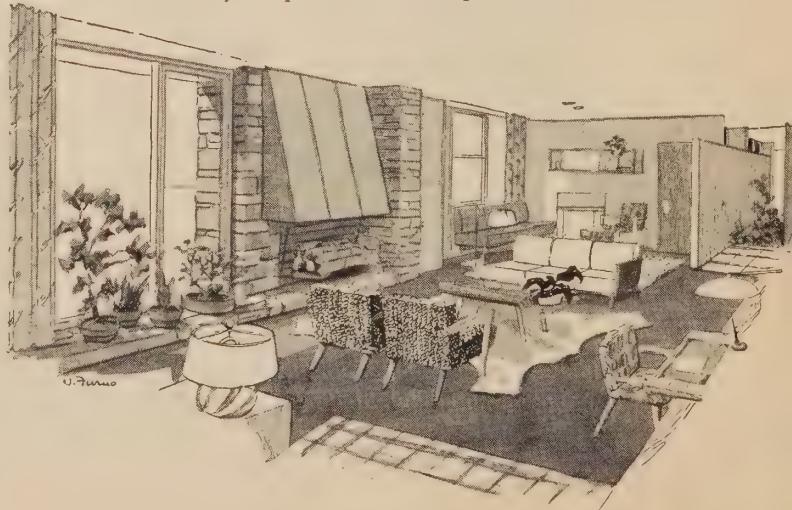
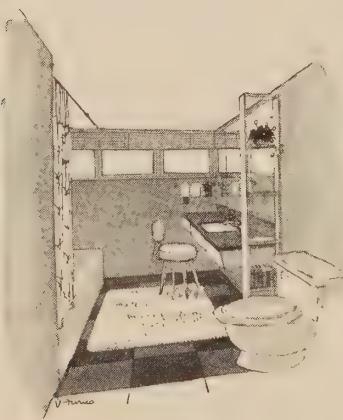
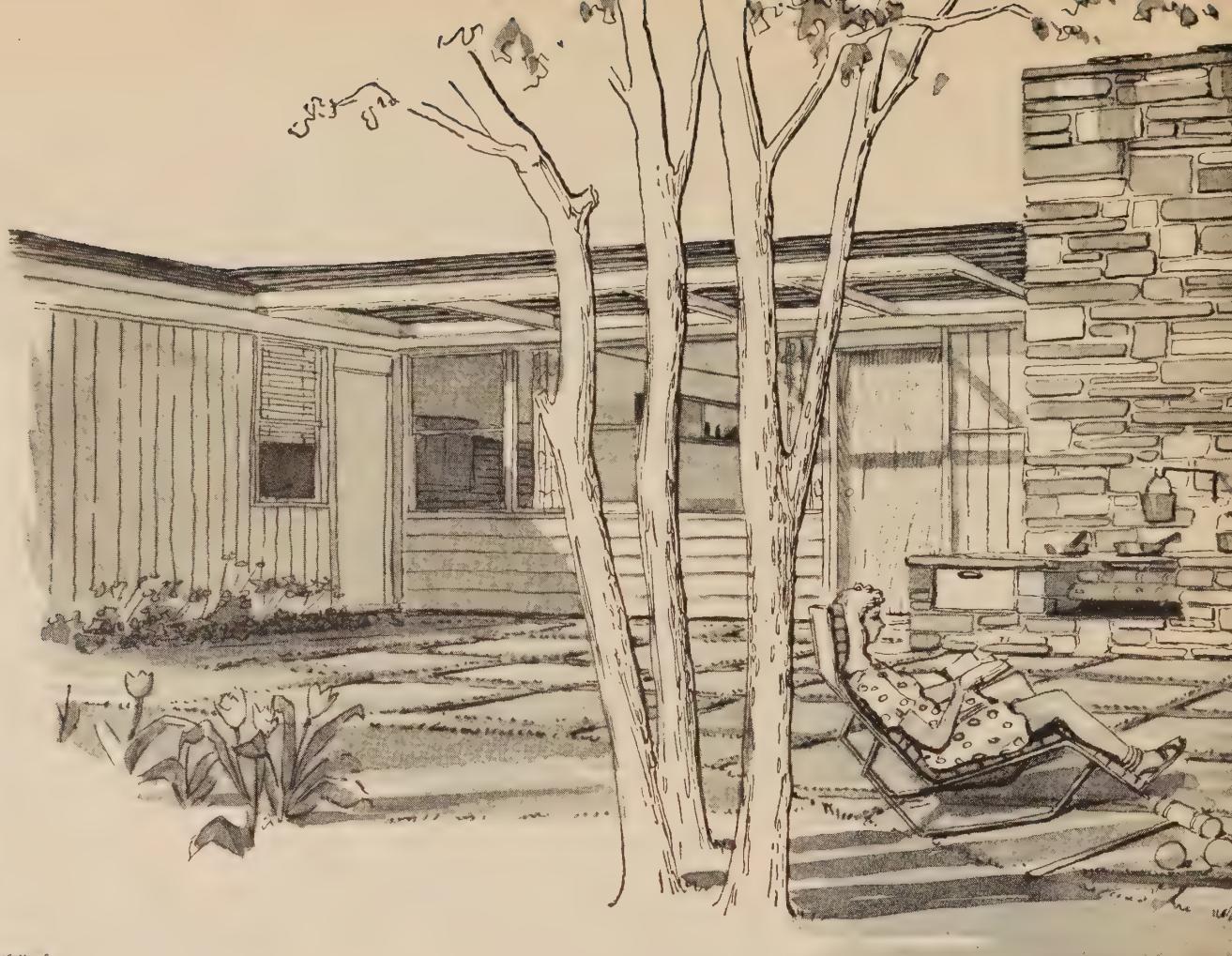
N



The driveway neatly serves all three entrances: auto, service, and front door. Leading to an impressive entrance terrace (top, left) it continues to the garage and service entrance. Note on site plan how mouth of driveway is 2 cars wide, providing for off-street parking for guest cars. All this occurs at side-line of the lot.



Better your home . . . Better your living

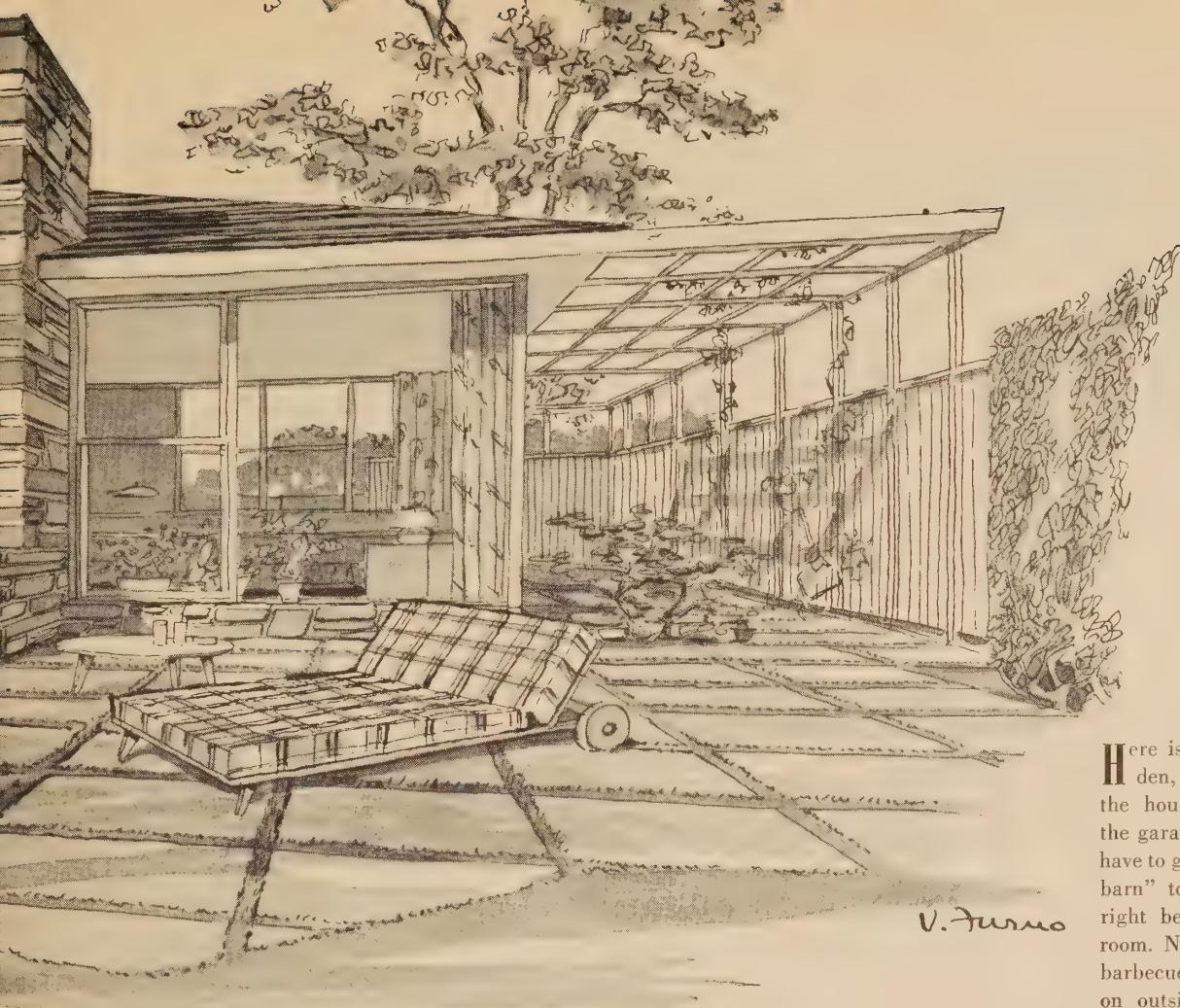


This is the bedroom wing as you'd see it from inside the garden wall at front of lot. You can have privacy in bedrooms even with the extra large windows, because the view from the street is screened by the fence. You'll be mighty pleased with the extra light these large windows give to your bedrooms.

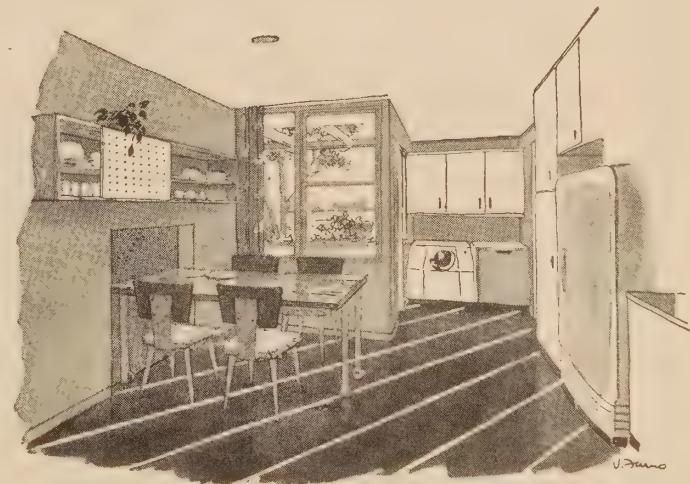
A bathroom (lower left) needn't be extra large to be complete. Consistent with the planning of the rest of the house, Furno and Harrison have put a lot into a little space. Plenty of light, lots of counter space at the lavatory and additional shelves at the left of the lavatory help make for more comfort.

The dining area becomes part of the spacious living room (below) when the table is not in use. And you do not have to move a lot of furniture to transform it, either. The clean lines of the room, as well as of the house itself, make it really adaptable to either period or modern decoration.





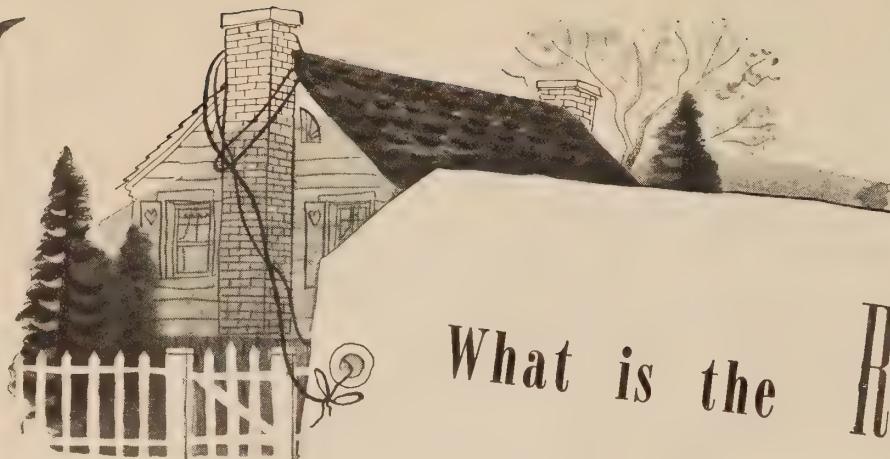
Here is your private rear garden, protected from street by the house, from neighbors by the garage and hedge. You don't have to go around "Robin Hood's barn" to get to it, either—it's right beside dining and living room. Note the outdoor grill and barbecue, designed so easily on outside of chimney breast.



The dining table above is built in as part of the house, and how you'll love it! Used in the kitchen for breakfast and quick or late snacks, it can be as readily pushed into the dining room, when needed, then pushed back into the kitchen, dishes and all. Sliding panel above the table allows clear space so that dishes can move out with the table.

When the dining table is in the kitchen, the sliding wall panel is closed and the table serves its usual, multiple kitchen purposes (above, right), permitting the dining room side to be used as additional living room seating space. You'll really appreciate this double-use, built-in table feature for the time and steps it saves at mealtime.

Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.



# What is the **RIGHT PRICE** for a house?

**Do you know how to compute the price you can afford to pay for a house? No matter whether you're buying or building, be guided by these rules in deciding how much of your income you can safely apportion to housing**

By MILES L. COLEAN

Judging the price asked for a house is something like guessing the size of a monument standing alone in a desert. It's hard to do because you are likely to have very little to compare with it. You do not buy houses at short intervals, as you do your food, your clothing, and, in normal times, your automobile; so you may lack the knowledge of prices that such regular buying provides. Moreover, the real prices of houses are not often as readily known as the prices of other articles; and in buying and selling, much of the old horse-trading technique persists.

Because the housing market is not an open market in the ordinary sense and because, in addition, a house purchase takes a larger outlay, usually paid out over a longer period of time than is the case with any other single purchase you will make, special measuring tools

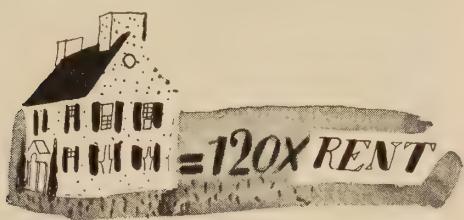
are needed—one to help judge the price in relation to the market, and another to help scale it to your own resources. In order to make use of such tools, it isn't necessary to become an expert in appraisal; nor, in using them, should they be looked on as a substitute for expert opinion. Expert opinion should always be sought from your banker, broker, architect, builder.

As a first step, no matter how strong an appeal a chosen house may have, or how set you are on the plans before you, it is important before buying, or building, to have a general knowledge of the kinds and prices of other houses offered in the market. It will take time and gasoline—or shoe leather—to get this knowledge, but it will be worth while. There is no other way of comparing the consistency of the price proposed with the general level of offerings.

It is important not only to compare asking prices of houses offered for sale, but to compare current rentals with sales prices on similar houses. Thus a purchase price (or the estimated cost of the house you propose to have built) should not range much, if any, beyond 100 to 120 times the monthly rental value of the property (judged from comparable current rents).



Generally speaking, if the purchase price is more than 120 times what you would have to pay in rent for an equivalent house, you are likely to be paying a premium for the "intangibles" of home ownership, which you may not be able to recover when later you desire to sell the house you have bought.



Rental comparisons must, of course, be made from among similar properties. You cannot, for instance, compare apartment rents with house rents unless you deduct from the former such special services as heat, water, light, and gas paid by the landlord, which are not ordinarily included in the rent of a house. Don't forget also that increased transportation costs may balance a supposed saving in rent.

Another qualification must be stated. In relating rentals to sales prices, an element of forecasting is necessarily involved, for if rentals are rising you may be justified in using a higher comparison ratio than when rentals are, or are likely to be, declining. Here is a place when consultation with well-informed persons is most desirable, in fact, well nigh imperative.

When you have decided that the price is right, the next thing to determine is whether it is the right price for you—that is, whether it is in safe relationship to the income you are likely to have and to your household and other living expenses.



According to a rule-of-thumb, you should not pay for a house more than twice your yearly income. However, unless your income is under \$3,000 a year, you would be paying more than similar families customarily pay.

The higher your income is, the lower the ratio. Thus, for incomes under \$3,000 the FHA figures show a spread in purchase price of twice or more than twice the yearly income. For incomes of over \$10,000, the average purchase price is about the same as the yearly income. The average for the whole range is about 1.85 times income for all types of houses, running slightly more than that for new houses, somewhat less for old. Be sure to include everything you have to pay—title search, insurance, alterations, etc.

The total price for a house of twice your yearly

income is the maximum anyone should consider. If you pay more, it may be at the sacrifice of other things you want. The decision rests partly upon your willingness to give up other things, partly whether you can carry contingent ownership costs.

Take it as a principle that, when you own, you are in reality renting the house to yourself. You have all the out-of-pocket expenses that any landlord would have, for taxes, insurance, repairs and maintenance. If you have paid the whole price to begin with, you will be wise to calculate the interest and depreciation on your investment as an expense. And if you buy subject to a mortgage you must certainly include not only the mortgage interest and amortization as well in your calculations.

Through the sum of such items you will get the minimum rent that you can charge yourself—and don't forget, it is a real charge. Another rule-of-thumb says that this rental charge should not exceed one-quarter of your income. This rule may be applied as a safe guide only when you live in a fairly large

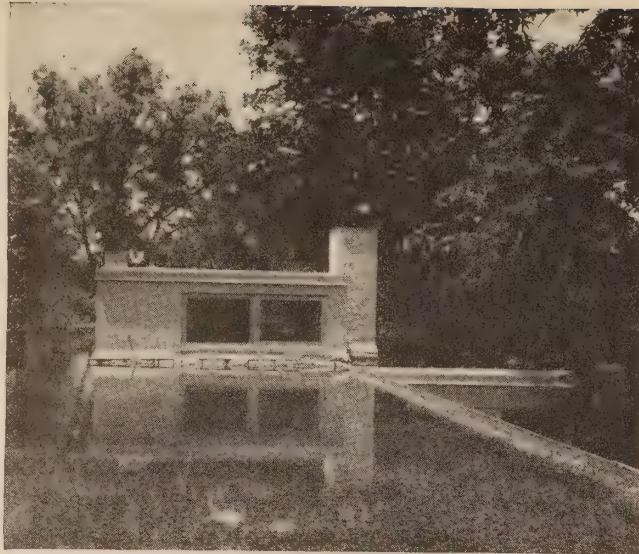


DRAWINGS BY ROGER DUVOISIN

city in the northern half of the country and have an income under \$3,000 a year, and when you include in your rental calculation all the items that might be included in apartment rental, such as heat, hot water, light, refrigeration and cooking fuel.

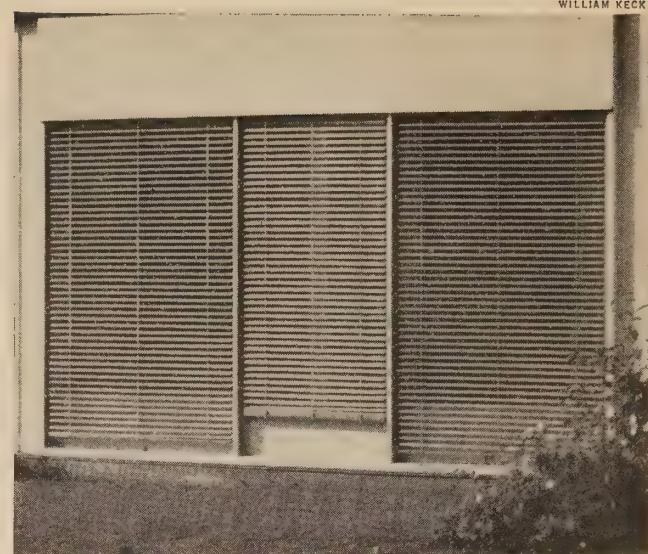
Considering rent to cover only what is customary for individual houses—that is, with no service except maintenance and repair—and assuming you live in a suburban area or small city and your income is between \$3,000 and \$5,000, a proportion of 15 to 18 per cent of your total income for rent is closer to normal. In ordinary times, if your calculation of the rental value of your prospective house exceeds 20 per cent of your income, you are, unless your income prospects are unusually good, probably close to the danger line and had better seek a lower priced house. With an income of higher than \$5,000 a year, the relationship of income to rent should be reduced by 2 or 3 per cent below the 20 per cent minimum in order to maintain a more desirable ratio of rent to total income.

If you make your purchase so as to stay within the guides outlined here, you are likely, barring a major disaster, to be able comfortably to enjoy your purchase and have a satisfactory financial experience. If you exceed them, you do so at your risk, and you must be doubly sure of what you are doing and of the sacrifices you may have to make. The best policy is to be on the safe side.



### CONTROLLING SUMMER COMFORT WITH WATER

1. Controlling the elements at all times of the year is one of the biggest classifications of new knowledge that the home owner should look into. Using a thin sheet of water on the roof to help the house and its interiors keep cool in hot weather is one such idea. It works on two scores: the water reflects the radiant heat of the sun (which thus prevents the building up of high temperatures throughout the structure); the building is further cooled by the evaporation of the water



### CONTROLLING SUMMER HEAT WITH EXTERIOR BLINDS

2. Shade for the exterior of your windows, without impairing the ventilation through the window (especially on the south and west exposures), is a MUST for all up-to-date postwar houses. As windows grow bigger and bigger (particularly on the south side of the house) with the demand for solar heating in winter, so must they be better protected from the heat of the sun in summer. Watch for all ideas about roof overhang, insulating screen cloth (Koolshade), removable exterior shades

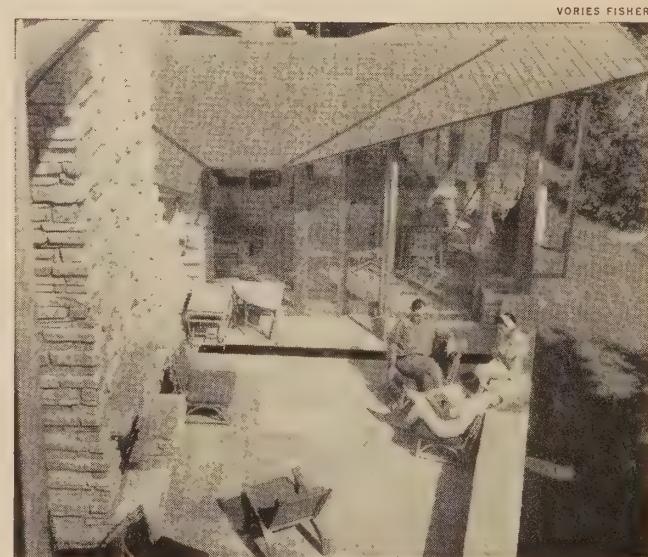
## WHAT TO WATCH so you won't

HEDRICH-BLESSING STUDIO



### IMPROVED WINDOW DESIGNS AND INSULATING GLASS

5. Using and controlling the heat of the sun puts new demands on windows. Findings on ventilation by the Sloan Foundation also point to increased functions for windows, far beyond their original function of merely letting in light. Keep track of all developments: insulating glass (Thermopane), year-round storm sash that moves with the window, fixed sash with movable louvers (see above), clerestory windows for venting out the air above the ceiling line, removable-sash windows, and so on

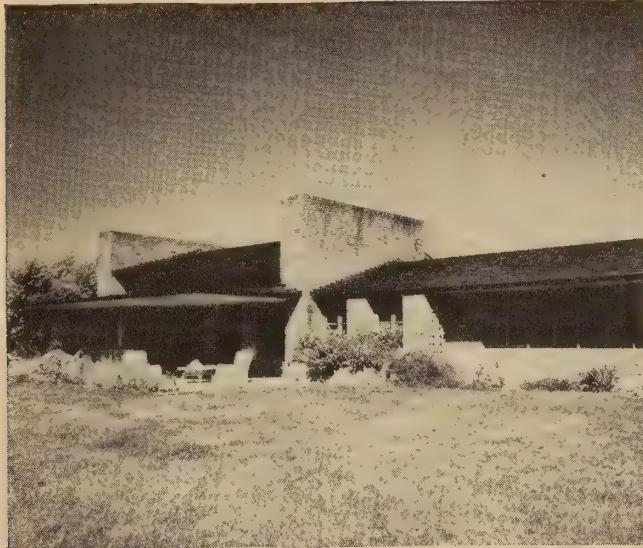


### CAREFUL ORIENTATION OF OUTDOOR LIVING AREAS

6. In every climate in the United States we could enjoy more months of outdoor living if we would place our houses more carefully on the site in relation to sun and prevailing winds. Use the house itself to make a windbreak and to shelter a sun-pocket. Californians know the meaning of the patio, but its principles can apply to any territory. Remember: in coolish weather you want to be able to get into the sun, get out of the wind; in hot weather to get out of the sun, into the wind

HOME OF MR. &amp; MRS. LOUIS MULREX, ST. LOUIS, MO.

PIAGET



### CONTROLLING HEAT OF THE SUN WITH OVERHANGS

3. "Sun-sulation"—to keep your house cool in summer—goes hand in hand with all solar heating principles. For if the sun heat can warm your house in winter, so can it overheat it in summer. Designing a house so that it will be its own shade-maker in summer is a highly satisfactory solution. A house so designed would still use other insulations in walls and ceilings. "Sun-sulation", which does not protect against winter's cold, will not replace present insulating practices, will be used in addition



### RADIANT PANEL HEATING—A NEW COMFORT PRINCIPLE

4. This new principle of keeping warm and comfortable in winter operates on the premise of heating the house structure, instead of the air within the structure. If your walls and floors are warmed (by pipes imbedded in them to carry hot water or hot air), you don't lose your body's heat to them. You can be comfortable in lower air temperatures. Beneficial to the respiratory tract. Radiant heating is ideal in combination with solar heating. Radiant panel heating has had more than 30 years' use

*House Beautiful's  
Home Planner's Study Course*

HOUSE BEAUTIFUL'S

# build an obsolete house

By George Fred Keck

HEDRICH-BLESSING



### IMPROVED ARTIFICIAL LIGHTING PRACTICES

7. After the war fluorescent lighting will have come of age for residential use. We'll have to learn a lot about mixing fluorescent and incandescent lights. And a lot of us will be using for the first time sterile bulbs, lens lights, and bull's-eye lights for spot purposes. Postwar home lighting will make us look back at prewar lighting practices as something quaint—as quaint as we would now regard carrying a charcoal brazier to keep ourselves warm in these days of comfortable automatic heat



### SPECIALIZED, EFFICIENT, BUILT-IN STORAGE SPACE

8. Lack of enough storage space (and the right kind) is Number One Deficiency in all pre-war homes—even most new ones. Though new home builders intend to solve this problem, they don't achieve satisfaction because they fail to study plans carefully enough, fail to demand enough, fail to "engineer" their storage spaces for the possessions they are to hold. Most pre-war closets and drawers wasted more space than they created. Start now analyzing your storage needs; watch for solutions

# THESE EVILS CAN SPOIL YOUR HOME



Don't let your life be an open book to all passers-by. It's bad planning to put the main rooms on the street with no privacy



Bad orientation makes artificial light necessary in daytime. Plan rooms and outdoor terraces so they have sun, vistas, good light



Service elements shouldn't monopolize the best of your yard. Locate where convenient but screened from neighbors, outdoor areas

# SITE PLANNING comes BEFORE the down payment

By Janet Darling

"I've found the perfect site," exclaims a future home owner. "It's the most wonderful place you can imagine. It's got everything—a beautiful view, a cool whispering brook, a wooded spot where we can build an outdoor fireplace. We must make a deposit right away, so we won't lose it."

Not so fast, prospective home-builder! Before you sign your name to anything that faintly resembles a down payment on land, you must take pencil and paper in hand and do some serious thinking about whether that particular piece of land can satisfy the everyday wants of your kind of family, their living habits, their most cherished dreams. It isn't enough that it *looks* right—it must *work* right. For land must fit your personal needs as smoothly as a glove fits a hand.

Site planning is a three-part process. It's first of all self-analysis—finding out what kind of family you are, how

you like to spend your time when at home, your particular tastes. The second part consists of appraising the physical features of the site, taking into account exposures, the position of the sun and winds at various times of the year. The third stage is the solution, the preparing of the actual site plans which will blend *your* needs with the requirements of the land. Good architects do this kind of site planning for their clients, as do landscape architects. But you, the home owner, must at least complete the first process yourself.

This kind of planning should come long before your land is paid for, or your house plans finally drawn. For you may dream up a perfect house, but if it isn't placed on your land so you have quiet and privacy, so the most frequently used rooms are cheerful and sunny, so service functions and unattractive views are screened, you've robbed yourself of the rightful assets of a home owner.

We're hoping you're not a landowner yet. But if you are, and if you find your land is not ideal for your needs, you can still apply the principles of good site planning to overcome the disadvantages of your site. Your problem will be more difficult, of course, and because more conditions will be fixed, you will undoubtedly have to make more compromises.

Since knowing your requirements in the first step, turn the searchlight on yourself. Answer this "Know Thyself" quiz, and you'll be ready to shop for land.

**1.** What must we have for the mechanics of living? Jot down all such things as driveway, main and service entrance, drying yard, etc. Think how much space each should occupy and best location.

**2.** Will we entertain at picnics or formally on a dining terrace? Do we want outdoor living terraces, or gardens, or both? Consider the habits of each family member. Then decide the best exposure and size for each spot.



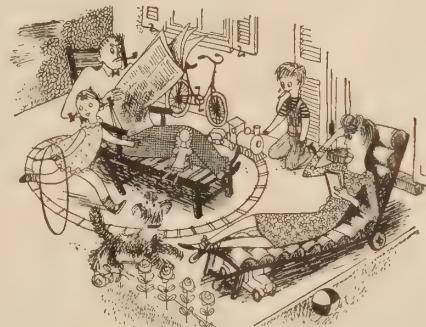
Don't cut up your site with long drive when planning brings short drive and connected garage. Result: lower cost, less upkeep



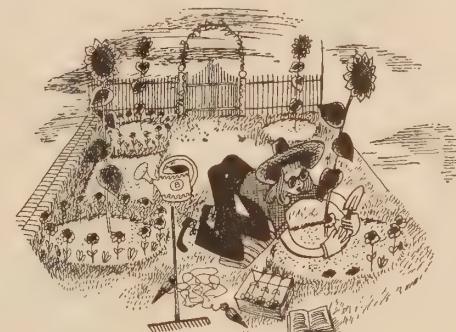
House in dead center prevents best use of land, especially on small lot. Pushed to one side, space is gained for gardens, garage



You encounter enough hazards on road without planning a drive with twists, turns, and slopes, hard on your nerves and your bumper



Children running all over you can spoil enjoyment of your outdoor life. Provide a play area for them separate from yours



Random flower beds give your site a spotty effect. You'll have more usable and spacious lawn, if you design a simple plan



You can be driven indoors in semi-favorable weather because your outdoor porches and terraces are not properly oriented

3. What things have we always promised ourselves, e.g., outdoor fireplace, tennis court, herb garden, sun deck?

4. Will our needs be the same ten years hence as when we build? Plan areas for one use now, another later.

5. Are the soil conditions right for our garden plans? Remember you can't grow perennials under a shade tree.

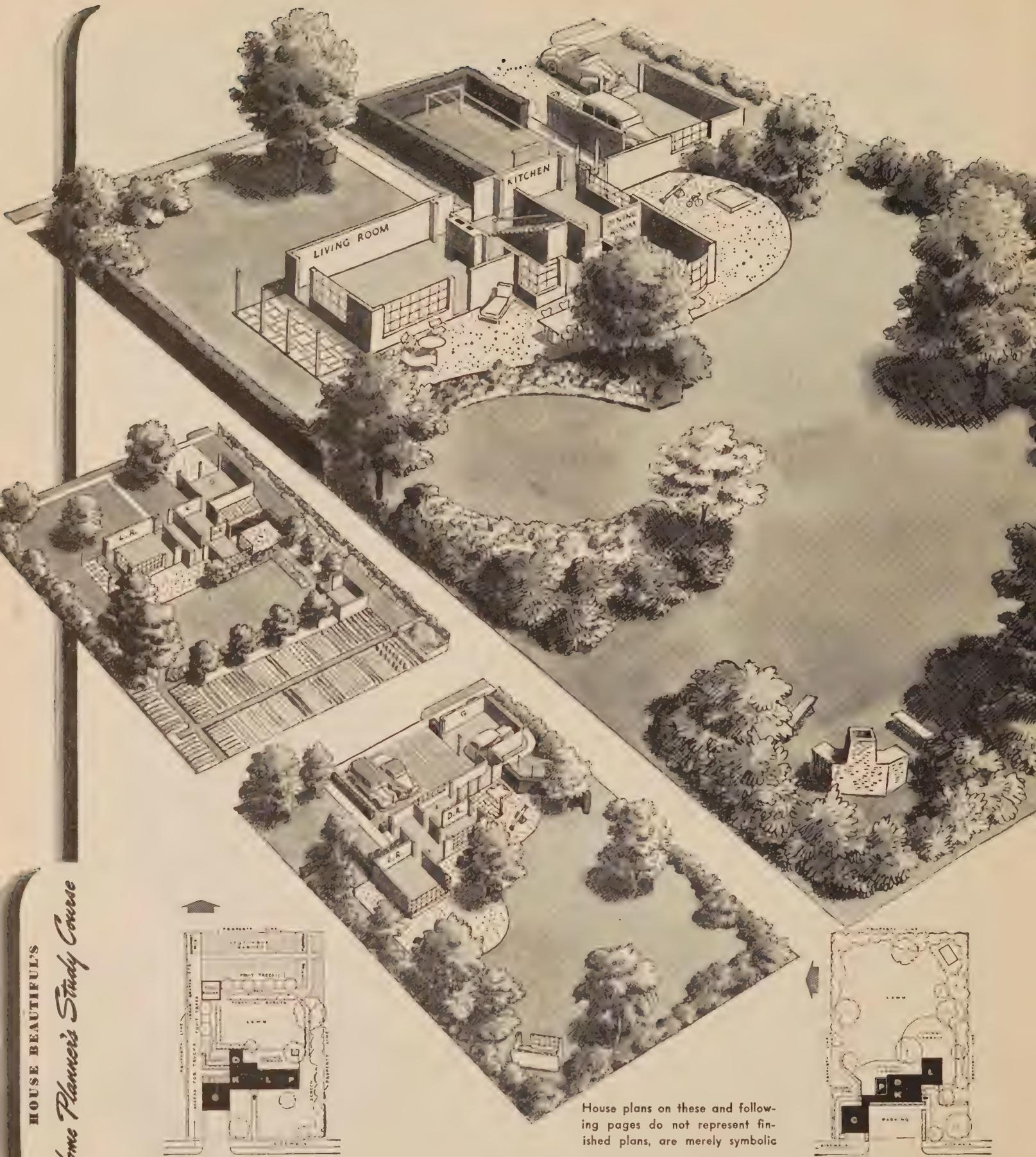
6. Are we going to be able to spend the time and the money to maintain our land? Don't be over-ambitious, or you may find your land is running you. One well-tended garden is worth ten knee-deep in weeds.

7. Do we want to enjoy the benefits of solar radiation? (Turn to page 59 for a complete and important lesson on solar heat.)

8. Do we want to design our outdoor living areas so we can live outdoors more months of the year? Then orient your house to create "windbreaks" and "sunpockets."

9. What topography must our home site have to let us indulge our dreams? Do we want a flat site, or the added charm (also added expense) of a sloping site with its need of retaining walls and grading?

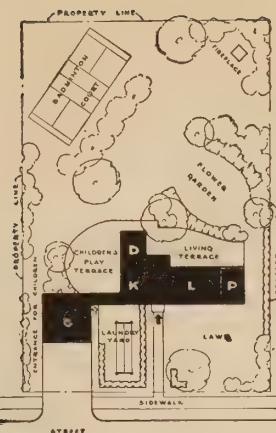
To help you plan your property, once you've studied your needs and the land conditions, we are presenting hypothetical cases of site planning on the next five pages. We have varied the family requirements, the physical conditions of the land, the exposures so you can see how such variables affect planning. The site in each case is the same size, 100 by 150 feet. Remember, however, the solutions we suggest are by no means the only ones. We could have designed hundreds of others for the same conditions. They are simply a guide in working out the best plan for your way of life.



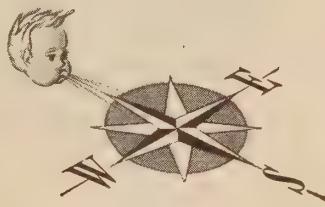
House plans on these and following pages do not represent finished plans, are merely symbolic

The garden-loving Brown family of three adults managed sun and air for four types of garden, two outdoor living areas by shoving house near undesirable north street exposure, using house to insulate against cold winds, traffic. Necessary garden delivery entrance serves kitchen, is screened from living areas by fruit trees, terrace hedge. Cold frames near kitchen for easy care in early spring, protected from winds by garage wall. Laundry goes out

The Smiths have one child, entertain extensively, so wanted space for guest cars, small drying yard, sunny outdoor living areas, child's play house. By leaving only depth of cars for parking area and bringing house close to street, good exposures are provided for frequently used rooms and outdoor living areas. Note separate play area apart from adult's terrace, screening around three sides for privacy, lawn areas gained in rear because house hugs street



The Jones family (two adults, three children, one under two) want a fair-size drying yard, a separate entrance to children's play area; sunny, private, protected outdoor living areas; a sunny place for baby visible from dining room or kitchen, so Mother can supervise (to be converted later into dining terrace); a small herb and flower garden near living terraces; badminton court and outdoor fireplace away from house; a short drive and a two-car garage connected to house. They got what they wanted by bringing house close to street, leaving most desirable sunny portions of property free for outdoor living and gardens. House itself forms natural screen. Note two kinds of outdoor living areas providing all-day sunshine. Porch off living room allows through breezes, provides third kind of outdoor living space. Front drying yard is convenient to kitchen, doesn't monopolize best exposures, and is hidden from all eyes by a high hedge. Covered breezeway connects garage with house.



## You can do many things with the SAME PIECE OF LAND

There is no such thing as a ready-made site plan. For there are numberless ways to serve up the same piece of land. The recipe to be used is determined by your needs, your budget, and the general plan of the house you will put on the site. Like the well-seasoned dish, the well-planned site gets its character from the blending of many ingredients to *suit your own special tastes*.

Site planning must go hand in hand with house planning. One should not be considered without the other. Unfortunately, the common practice is to plunk down a house on a site, irrespective of its fitness for the land, and then to do something, after the house is built, known as landscaping. This is not site planning, and can only be compared to locking the barn after the horse is stolen. Landscaping is a proper part of site planning—but *only one* of several parts.

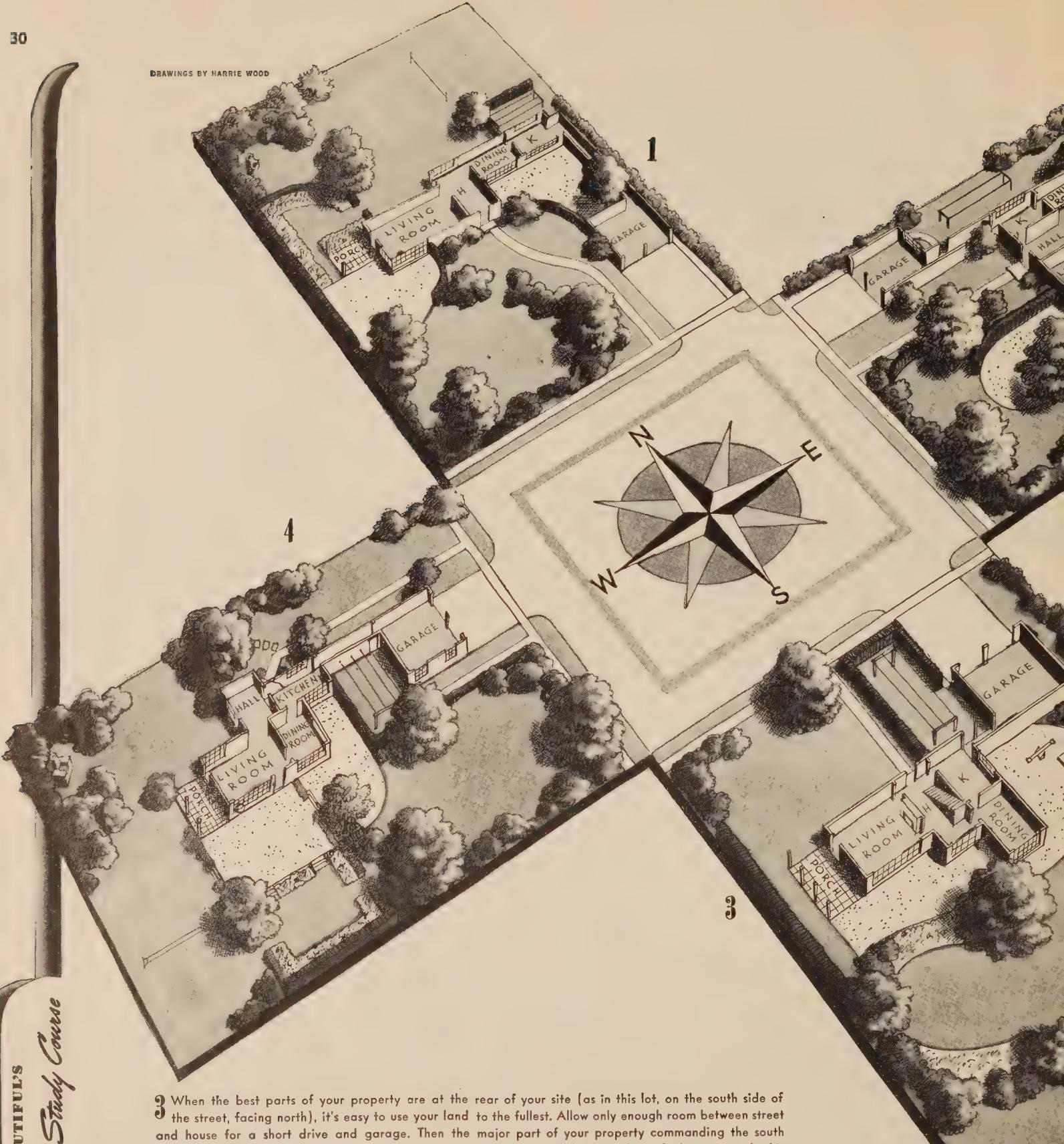
To show you how different families' requirements can change the use of a single site, we have dreamed up three imaginary families who are all considering buying the same level, northfront lot (100' x 150'). The three solutions we show here have the basic principles of good

planning in common and their differences are the result of varying requirements.

Since, in all three cases, the least desirable exposure is on the street which faces north, main rooms and outdoor living areas and gardens face the back of the lot—which is south—to get privacy and the full benefits of sun. By placing the house close to the street in all cases, which is sound and practical with a northfront lot, three-quarters of the site becomes usable for terraces, gardens, vistas, game courts, barbecue corners, etc. Garages (and the drying yard when it is wanted) are all convenient to both the house and the street, but don't occupy desirable parts of the site. The houses in all three cases turn their backs on the street, acting as barriers from the undesirable north winds and screening the terraces and gardens from the street. Common to all three solutions is the privacy from neighbors for outdoor living areas, achieved with plantings, hedges.

The reasons why these solutions work is that they answer each family's individual requirements, as you will see from the captions.

DRAWINGS BY HARRIE WOOD



**3** When the best parts of your property are at the rear of your site (as in this lot, on the south side of the street, facing north), it's easy to use your land to the fullest. Allow only enough room between street and house for a short drive and garage. Then the major part of your property commanding the south is available for gardens and outdoor living areas. When you're lucky enough to find a site with this exposure, gardens, badminton court, outdoor fireplace, as well as main rooms and adjoining terraces, can all be placed to catch the sun and prevailing winds. The placement of the rooms is particularly good because they create two jogs in the exterior south wall—jogs which form spots completely protected from the wind, and facing into sun. Inside corner of children's play area is another sunpocket

**4** If the Joneses consider a lot on the west side of the street (facing east) they can't stick to the traditional placement of their house if they want the main rooms to have excellent exposures. By lining the house up with the *length* of the site, rather than the street, and placing it very near the north boundary, every room, except the hall, has southern exposure. It's the only plan in which the Jones drying yard has sun during most of the day, and yet doesn't deprive other rooms of good exposure. House itself screens outdoor areas from north winds. All of these site plans permit the house to be oriented to capture the sun's heat and thereby supplement the heating plant. All major rooms face due south where winter sun is strongest.

IN ALL CASES, ASSUME THAT COLD WINDS ARE FROM THE NORTH, THAT SOUTHEAST IS BEST EXPOSURE FOR DINING ROOM, SOUTHWEST FOR LIVING ROOM

**1** The four sites (100' x 150') on these pages are all designed to fit the needs of the Jones family of 2 adults and 3 children (one under 2). Review their requirements on preceding page. It takes some juggling to give them what they want on a site on the north side of the street, because the desirable south portion faces the road. To manage good exposures and privacy, the house was pushed far back so the two outdoor terraces could face the sunny south. This placement necessitated extensive plantings on both sides and front to screen areas. If Joneses hadn't called for a short drive, house could have been pushed still farther back, giving the outdoor areas more space. Design is good solution for a north-front lot, the most difficult to arrange properly so that best parts of site are well used. All lots here are level

**2** If the Joneses buy a lot on the east side of the street (facing west) their house should be shoved way over to the north side to permit living room and adjoining terrace to face good southern exposure. The two outdoor areas offer morning and afternoon sun. Note how dining room wall protects children's area from cold north winds, while adult area is only partially screened. Ell formed by dining room and hall creates the much-desired wind-free sunpocket for warm sunbathing well into fall and very early in the spring. Both living room and dining room have three exposures. Good design apportions least usable north side of site to garage and drying yard. By connecting garage and kitchen by covered way, affording complete weather protection, drive can be kept short, a "must" feature in winter

2

## The side of the street your LAND FACES AFFECTS YOUR PLANNING

**If you want a good site plan, bury the outmoded notion that the "front rooms" must face the street, or the house parallel it. House location and room placement depend rather on position of the sun and wind during year**

The planning of your house and site will be influenced by the side of the street you face. For the shape of your house and its placement can change radically from one side of the street to another, if you want to give your house good orientation. Sun and wind are the determining factors. On one side of the street they may dictate that the house run parallel to the length of the lot, to benefit by the sun, be protected from the wind. On the other side, good planning may place a house far to the rear, so desirable front exposures can be arranged most judiciously.

Good site planning is impossible, however, if you follow indiscriminately the old-fashioned practice of lining your house up with the street regardless of whether this placement gives the main rooms and adjoining outdoor living areas and gardens good exposures and privacy. For your house should be placed on your site to take full advantage of the sun, wind, natural attributes of the site, such as a view, brook, etc., *regardless of where it falls in relation to the street*.

The designs of the four plans on these pages have been dictated solely by the principles of good orientation. So don't be a slave to the conventional house-to-street relationship. Study these good designs and then see how the rules can be adapted to your own site.

HARRIE WOOD -

# HOW TO "BETTER YOUR HOME ... BETTER YOUR LIVING"



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I want to learn more about planning, furnishing and caring for my home, and so I am interested in the booklets listed in House Beautiful's Handbook for Home Planners.

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## BUILDING AND STRUCTURAL MATERIALS

1. **Perma-Stone.** A comprehensive booklet on the use of Perma-Stone for exterior or interior walls, showing many photographs of homes in color.

2. **What a Beautiful Way to Save Space.** Modernfold doors made by New Castle Products are shown picturing the way in which they save space.

3. **New Adventures in Decorating.** Libbey - Owens - Ford Glass Company offers some suggestions in this booklet on Blue Ridge Patterned Glass and how it can be used in the home . . . 10 cents.

4. **Cotton Insulation.** The National Cotton Council of America has put out this booklet which explains in detail the handling and application of cotton insulation.

5. **Schwerd's Quality Wood Columns.** If you are building in the near future or adding on, this leaflet illustrates all types of columns to suit all periods of architecture. Also lamp posts of every description are included.

6. **Supercedar Lined Closet.** Brown's Supercedar lined closets can easily be installed by a carpenter or layman as explained in this leaflet.

7. **Braun Cedar Cabins.** 20 ideas of rustic summer retreats complete with specifications, floor plans and construction details for you to choose from . . . 25 cents.

8. **Enter Into Beauty.** This helpful Curtis booklet contains many ideas on woodwork from your entrance and interior doors to stairways, mantels, cupboards, cabinets and windows . . . 10 cents.

9. **Stop Climbing Stairs.** Shepard Homelift, the modern residence elevator, is fully described as to operation and installation with illustrations.

10. **Kimsul Insulation With Reflective Vaporseal.** This new insulation by the Kimberly-Clark Corporation is thoroughly explained with the aid of illustrations.

11. **How to Plan Your Garage.** Hints on how large your garage should be and how to overcome driveway difficulties plus other helpful suggestions featuring Crawford garage doors . . . 10 cents.

12. **A Guide to Home Comfort.** A 15-page booklet describing 5 primary necessities to complete home comfort by the Chamberlin Company of America, Inc.

13. **Lockport Lo-K Insulation.** The Lockport Cotton Battling Company illustrates some of their insulating materials with a full description included in this pamphlet.

## WINDOWS AND DOORS

14. **Windowalls.** A series of photographs show how various styles of Andersen's complete Windowall units can be used interestingly to open the walls of your rooms to the outside.

15. **Ponderosa Pine Wood-work for Today's Home.** Doors, wall-paneling and cabinets are just a few features of this book in which Ponderosa offers hosts of ideas on woodwork in the home . . . 10 cents.

16. **Collection of Ideas.** A collection of window ideas for your new or remodeled home with sketches of interior decorating schemes and exterior views made with Pella Casement windows, which come in stock sizes . . . 10 cents.

17. **Ornamental Screen Door Grilles and Window Guards.** An illustrated brochure shows examples of home-beautification achieved through the use of National Guard Ornamental Screen Door Grilles . . . 10 cents.

18. **"Win-Dor Approved" Jalousies.** These clear or obscure glass louvers which make "walls that open" are illustrated showing their attractiveness and practicability with specifications.

19. **For Better Outdoor Living.** An illustrated folder on Tudor porch shades, where and how to use them plus helpful hints on care and upkeep.

20. **Alwintite Aluminum Windows.** Specifications, installation details plus illustrations of screens and storm sash, basement and panorama windows are compiled by the Aluminum Window Corp.

21. **Extra Comfort — Extra Beauty.** Ron-del's folding aluminum awnings are illustrated and explained in full-color.

22. **Color Inspirations by Zephyr.** These Zephyr awnings harmonize with every type of home as illustrated in this colorful folder.

23. **For Beauty and Comfort.** Clearview Outside venetian blinds and jalousies are illustrated and described in detail.

## WALLS AND FLOORS

24. **Beautiful Wood for Beautiful Homes.** A 16-page booklet in full color gives valuable suggestions for interiors of Weldwood Plywood in new as well as old homes. By The United States Plywood Corporation . . . 10 cents.

25. **New Interiors for Old.** 79 ideas for the remodeling of homes and for the repairing of cracked and broken walls and ceilings by the use of Upson Kuver-Krak fibre panels with drawings and photographs . . . 10 cents.

26. **Something New in Oak Floors!** Bruce Ranch Plank Floors of prefinished oak strips in alternate widths with walnut pegs are illustrated in this colorful catalog.

27. **Nu-Wood Room Portfolio.** A 20-page book illustrating Nu-Wood rooms in color; new and remodeled, in traditional and modern settings. Wood Conversion Company . . . 10 cents.

28. **Kentile—The Low Cost, Long-Wearing Floor.** Actual room settings using Kentile are pictured showing the hundreds of designs and patterns which can be made.

29. **It's Marlite Magic.** Plastic-finished wall and ceiling panels are pictured and explained in this practical folder describing the Marlite Wall products.

30. **Micarta, Weldtex, Weld-Wood and Plankweld.** Four leaflets describing these products of the United States Plywood Corporation. Micarta for tabletops, Plankweld and Weldwood for paneling and Weldtex for exterior as well as interior use.

31. **Kencore on Floors and Walls.** It blends with any color, any fabric, any furniture, as is illustrated in this leaflet.

32. **Planning and Decorating.** The National Oak Flooring Manufacturers' Association has compiled many color photographs showing the adaptability of oak floors in every type of room.

33. **Lifewall.** Pantasote's Lifewall, a new vinyl coated permanent wall covering, is shown in room settings and includes a color chart.

34. **The Amazing Sheetrock Story.** The United States Gypsum Company has compiled 153 illustrations in full color to demonstrate the ease and effectiveness of decorating ceilings and walls using sheetrock as a base . . . 1 dollar.

35. **For Every Room in the House.** A color chart is included in this pamphlet showing Wright's soft rubber tile floor covering.

36. **Custom Floors From Standard Parkay.** Parkay is adaptable to a variety of floor patterns by the use of the standard sections and the illustrations in this pamphlet show a few of the many designs possible. Wood-Mosaic Company.

## HEATING, PLUMBING AND VENTILATING

37. Cool Comfort in Summer, Fresh Air in Winter with an Attic Fan. A 16-page manual by the Torrington Manufacturing Company contains photographs, tables and drawings, with suggestions for installation . . . 25 cents.

38. The Magic of Baseboard Heating. Dunham baseboard heating makes it possible for you to decorate as you please, gives you more room and more comfort, as explained in this illustrated brochure . . . 10 cents.

39. There's a Rheem Just Right For Every Home. Rheem automatic water heaters of all types, sizes and for all fuels are presented in this catalog.

40. Now You Can Enjoy Refreshing Summer Days, Restful Summer Nights. Information on the Sno-Breeze Air Cooler manufactured by the Palmer Corporation.

41. Sleep In Cool Comfort. With the Mobilaire Fan made by Westinghouse, it's portable, compact and requires no installation.

42. Balsam-Wool Sealed Insulation. Discusses with the aid of photographs, wall and attic insulation, condensation, ventilation, and actual fuel savings with insulation. Wood Conversion Company . . . 10 cents.

43. Webster Baseboard Heating For Floor To Ceiling Comfort. This proven heating system is made better than ever by eight vital, experience-born improvements which Warren Webster and Company fully explains.

44. Waterbury Seamless Furnaces and Air Conditioners. A condensed catalog by Waterbury on coal, oil and gas furnaces plus specifications and features.

45. 10 Ways to Heat Your Home. Full details on the business of keeping warm by the Minneapolis-Honeywell Regulator Company will be a great aid to home builders.

46. What to Expect When You Convert To A Nu-Way Oil Burner. Many of the features of the Nu-Way oil burner and questions and answers on oil heating have been compiled in this folder.

47. How To Choose Winter Air Conditioning For Your Home. This booklet has been prepared by Kaustine Company to help you select a winter heating system that will insure you of winter-long comfort.

48. Buyer's Guide. There is a big difference in oil burners! What to look for and what to look out for when buying oil heating. Up-to-date comparison and information from Williams Oil-O-Matic Division.

49. Home Planning Help. 48 colorful pages on how American-Standard heating equipment and plumbing fixtures fit attractively into bathrooms, laundries, kitchens and basements.

50. Why You Get More For Your Money With Permaglas. This booklet illustrates why A. O. Smith Permaglas automatic water heaters cannot rust.

51. Mor-Sun Pressed Steel Furnaces. Forced warm air for modern home heating is explained in detail by Morrison Steel Products, Inc.

52. Electromode. The all-electric room heaters with lifetime heating element in "bilt-in-wall" and portable models made by the Electromode Corporation.

53. Capture The Sun With Hydro-Flo Heating. Bell and Gossett explains about radiant heating and the necessary equipment in this useful and informative booklet.

54. How to Plan Your Home Ventilating System. This booklet by the Ig Electric Ventilating Company completely covers problems of providing good ventilation and air conditions for every room.

55. Chemical Dehydration Of Air. The theory and method of the apparatus and cabinets of the dehydrators made by the H. J. Kaufman Company are compiled in this illustrated folder.

56. Here's How to Comfort Cool Your Home At Low Cost. The Chelsea Fan and Blower Company illustrates various fans and points out where to install them for maximum comfort and efficiency.

57. Enjoy Resort Weather Summer and Winter. The Chrysler Airtemp year-round air conditioning is described in detail with the aid of illustrations.

58. Radiant Panel Heating. A complete and unbiased non-technical discussion of the pros and cons of Radiant Panel Heating by Revere Copper and Brass, Inc.

## KITCHENS, BATHROOMS, LAUNDRIES AND ACCESSORIES

59, 44 Ideas For Your Bathroom. An assortment of useful ideas which you may want to adapt for your own bathroom. Illustrated with Miami-Carey units which can be used to carry out these schemes . . . 10 cents.

60. For Modern Kitchen Planning. The Thermador Electrical Company illustrates their built-in range for the most up-to-date kitchens.

61. Sanicon. This new sanitary garbage container with the built-in DDT fumigator is illustrated and described by The Sanicon Company.

62. Universal's Balanced Line. The many models of Universal's gas ranges are illustrated and discussed in this leaflet.

63. The Story on How to Save Money on Tub and Sink. Tub and sink installation for home modernization and new construction as told by the makers of Norristware porcelain on steel bathtubs and steel sinks.

64. Add Leisure Hours to Your Day. The "Nescomatic Cooking" Way, National Enameling and Stamping Company's portable, compact and versatile electric roaster.

65. Your Kitchen . . . And You. An illustrated catalog of working and space-saving units for your kitchen by the St. Charles Manufacturing Company . . . 10 cents.

66. Designed For Living. Plumbing fixtures by Eljer for your bathroom and kitchen are illustrated in full-color to show the selection of hues and stylings.

67. In-Sink-Erator. The installations and specifications are completely illustrated in this folder on the In-Sink-Erator's automatic waste disposal.

68. Malibu Sea Shell Towel Holder and SafTdry Sea Shell Stocking Dryer. An illustrated folder on these useful and attractive items for the bathroom made by the Donaco Plastics Corporation.

69. Coffee As You Like It. The Universal Coffeematic with the multi-strength control unit automatically brews coffee through correct timing.

70, 51 Ways. This folder by the Autoyre Company is filled with many attractive and useful accessories for your bathroom, plus clever ideas on saving space.

71. Fluff-dri Your Clothes In Minutes, Not Hours. The advantages and operational features of the Hamilton dryer with illustrations of the dryer are incorporated in this book.

72. The Story of a Better, Easier Method of Cooking. The Thermic Ray Norris-Ware Utensils are illustrated giving hints on the preparation of vegetables and meats and the proper way of cooking them.

73. Steel Kitchens of Distinctive Quality. This booklet describes many ideas for kitchen arrangements, floor plans and color schemes plus dimensions of the Geneva equipment illustrated . . . 10 cents.

74. Kitchen Hints By Kitchen Maid. 10 typical kitchens complete with color illustrations and floor plans to help you put your kitchen to the best possible use . . . 10 cents.

75. Blackstone Home Laundry Idea Book. Contained in this 11-page booklet are suggestions by five famous architects that will help you plan a modern home laundry.

76. Frigidaire Equipment. A catalog describing Frigidaire's appliances and kitchen cabinets with specifications included.

77. Planning Ideas for Bathrooms and Kitchens. Here is a book by the Crane Company filled with ideas and suggestions to help you bring new beauty, new comfort and convenience to your home.

78. Bathrooms and Kitchens. The Kohler Company provides many ideas for bathroom and kitchen arrangements, including floor plans, color schemes and the dimensions of the Kohler equipment pictured.

79. The Mark of a Modern Home. Weisway cabinet showers are designed for space-saving utility, and in this booklet you will find a number of usable plans for remodeling bathrooms . . . 10 cents.

80. Ovenette. The West Bend Company describes their Ovenette for top-stove baking and includes many recipes in its booklet.

81. Elkay "Lustertone" Idea File. This unique file for your collection of interior decorating ideas for the kitchen is most useful for those who are planning to remodel their old kitchens . . . 25 cents.

82. How to Use Your Beautiful Ben-Hur Freezer. Valuable information on all phases of home freezing, preparing, cooking and packaging, plus hints on the care and use of your freezer have been compiled in this 26-page booklet.

83. What's New In The Bathroom? New ideas for your bathroom have been compiled featuring Formica's Vanitory in colorful drawings with suggested construction ideas.

84. How to Cook the Full-Flavor Way. Featuring Club Aluminum Products, this pamphlet is filled with recipes for waterless and top-of-stove cooking methods.

85. Mrs. America Discovers Rain Drops. An informative little booklet on the detergent that makes washing easier, faster and more thorough. Bu-Tay Products.

86. Detecto Charm Book. Diets by Helena Rubenstein for safe and effective reducing are described, including illustrations of Detecto's bathroom accessories . . . 15 cents.

87. The Bali Blue Book. This 56-page book provides a valuable reference treatise on every conceivable phase of home canning based on intensive research . . . 25 cents.

88. Presto Cooker Recipe Book. Recipes for pressure cooking, the use of the pressure cooker in canning and hints on food selection and meal planning have been compiled in this 128-page booklet . . . 50 cents.

89. Want to Save Space? The Servel gas heater can be put over your washer and if you are planning to build or remodel this compact utility closet which houses both the Servel gas heater and your washer can be easily built and installed.

## INDOOR AND OUTDOOR FIREPLACES

90. Book Of Successful Fireplaces. An 8-page treatise on fireplace know-how by the Donley Brothers Company with dimensioned structural specifications and working drawings for indoor and outdoor fireplaces . . . 50 cents (60 cents in Canada) . . . 10 cents.

91. Bennett Fireplaces. Heat circulating fireplaces are shown in all types of rooms from cottages to mansions, and this booklet also pictures the Bennett-Ireland Fireplace screens and furnishings.

92. Heatform . . . The Superior Heat Circulating Fireplace. An 8-page circular describing the Heatform unit, giving complete information. Superior Fireplace Company.

93. How to Enjoy an Outdoor Cook-Nook. A 51-page book that incorporates detailed drawings of outdoor fireplace designs, construction tips and cooking hints. Published by the Majestic Company . . . 25 cents.

94, 100 Fireplace Ideas. A 31-page booklet filled with illustrations and designs on a variety of fireplaces, indoors and out. Price Heater and Tank Corporation.

95. Lieber's Fireplace Grates. Grates to fit any fireplace are illustrated in this folder including dimensions of each piece pictured.

## PAINTS

96. Best Paint Job. Painting contractors and master painters give you this information along with do's and don'ts on painting by the American Turpentine Farmers Association.

97. Helpful Hints On Interior Painting. The Eagle-Picher company has edited a booklet filled with facts on preparing plaster walls for painting and similar information.

98. Keyed Colors For Better Decorating. The O'Brien Corporation includes samples of their "Ready-mixed" colors and samples of easy-to-mix combinations for easier, better and more economical decorating . . . 10 cents.

99. A Short Course In Interior Decorating. 24 pages of full-colored examples of what can be done with a paint brush and a basic knowledge of good color use, with 69 color samples of Luminol's ready-mixed and tinting colors . . . 25 cents.

100. Treasure House of Colors For The Home. A practical and informative booklet by the Martin-Senour Company on new decorative ideas through the use of paint . . . 25 cents.

## INTERESTING MISCELLANY

101. Culligan Soft Water at Your Service. This booklet explains how you can have soft water just as you have your electricity, gas or telephone on a small monthly service charge basis.

102. How to Sprinkle. The facts on how and how not to sprinkle your lawns and gardens are completely explained by the L. R. Nelson Manufacturing Company.

103. Whistle In Case of Fire. This unique device which warns you in case of fire is explained and illustrated by the Syracuse Fyr-Larm Company.

104. Termite Control Simplified. An informative booklet on termites and their habits, explains in detail how to destroy them. By the Chelm Company.

105. Fire—Protect Your Valuables. The Meilink Steel Safe Company points out the value of the Hercules Fireproof steel vault for your home.

106. Master Barbecue Grills. The Master Metal Products illustrate their barbecue grills which can be used indoors or out-of-doors.

107. The Fairchild 5 Electric Tools. For housewife, home-crafter and hobbyist, this Fairchild householder sands, drills and polishes, mentioning just a few of its many uses.

108. Gardner Enclosures. If you have unsightly radiators, this profusely illustrated brochure on radiator enclosures will be of particular interest to you.

109. Rain? or Shine? Taylor Barometers are illustrated in this folder, and many styles of stormgouides and baroguides are included.

## CHINA, SILVER AND GLASSWARE

110. Informal Table Settings. A 32-page booklet showing in actual color a wide variety of informal table settings, filled with ideas and suggestions by the Westmoreland Glass Company . . . 25 cents.

111. The Story of Pickard China. The making of Pickard China and the correct care of china plus illustrations of many of the Pickard patterns have been compiled in this booklet.

112. Wedgwood—A Living Tradition. A library edition of the handbook on the history of Wedgwood, showing famous pieces and a glossary of Wedgwood terms and marks . . . two dollars.

113. Modern Hostess Set. A carefully planned booklet on correct table settings for all types of entertaining on a modest budget, with illustrations of Frank Smith Sterling.

114. PermaHues. A catalog of coaster sets, serving trays and the PermaHues aluminum tumblers, made by the J. H. Cristil Company, offer many ideas for gifts.

115. The Art of Making Fine Glassware. The Cambridge Glass Company traces the art of glass-making from ancient times to its present development, including a few helpful notes on glassware . . . 10 cents.

116. The Romance of "Monticello." Helen Sprakling tells the story behind Herman C. Kupper's Monticello dinnerware with illustrations of all the pieces . . . 10 cents.

117. How to Decorate With Art Pottery. Roseville's Pottery booklet demonstrates ways in which flowers and pottery can be used decoratively throughout the house . . . 10 cents.

118. Table Setting Technique. An illustrated handbook on choosing and using glassware and related table accessories, built around Fostoria glassware.

119. A Word to The Wise. Cameo and Estate silverware chests are illustrated and described in this folder by the Marshall-White Company.

120. Reizart Digest. Matched China and Glassware are pictured in this digest, including Reizart crystal and many famous china patterns . . . 15 cents.

121. Lunt—The Sterling of Superior Craftsmanship. Lunt Silversmiths illustrate the patterns of their flat silverware and a chart of prices for all the pieces.

122. Serving Winfield Style. Table settings combining linens, silver and china plus menus for buffets, barbecues, dinners and luncheons are all collected by Winfield China . . . 25 cents.

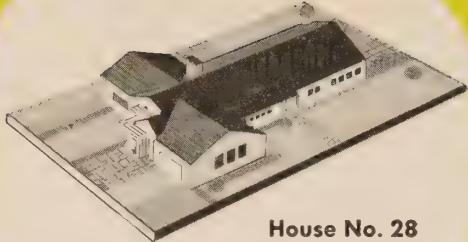
123. For Women of Inherent Good Taste. Amston Silver Company's line of silver patterns has been compiled in this folder.

124. The Art of Entertaining. Many points of successful entertaining are conveyed in this booklet, plus separate leaflets of the National Silver Company's patterns and the history of their designs.

125. 9 Masterpieces In Sterling. An illustrated folder featuring 9 of Frank M. Whiting's Flat-silver patterns, including the Botticelli pattern.

126. How to Be a Successful Hostess. A step-by-step guide on party-planning, table appointments, entertaining, etiquette, and food and drink menus by Reed and Barton . . . 10 cents.

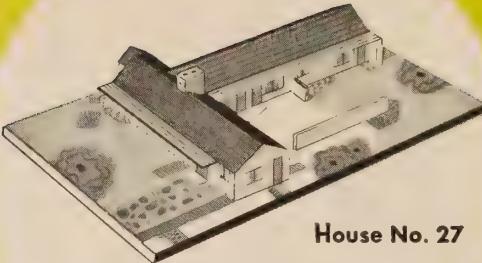
[Continued on page 36]



House No. 28

A STOCK HOUSE THAT  
MIXES WORK AND PLAY

(See Page 16)



House No. 27

A SOLAR HOUSE FOR A  
SOUTH FRONT LOT

(See Page 10)



House No. 29

A 3-BEDROOM HOUSE FOR  
THE 60-FOOT LOT

(See Page 18)



House No. 30

BETTER HOUSES

DON'T COST MORE

(See Page 37)

Yes, it's true! Now you can eliminate discouraging, expensive mistakes and delays that may come between your dream of a new home and the day you turn the key in the front door. Why spend weeks... months pouring over hard-to-visualize blueprints when you can actually...

**SEE YOUR DREAM HOUSE TAKE SHAPE BEFORE YOUR OWN EYES  
IN BREATH-TAKING FULL-COLOR MINIATURE.**

In this book, *House Beautiful's* editors have included eight striking new homes created in cooperation with leading architects. But they didn't stop there!

As an additional service to you miniature models of these eight brilliant houses, cut out and ready to assemble, have been prepared.

These models, scaled  $\frac{1}{4}$ " to the foot, have been called the most accurate and realistic things of their kind ever devised.



House No. 31

FOR THE FORGOTTEN FAMILY—  
AN APARTMENT SIZE HOUSE

(See Page 44)



House No. 32

THIS PLAN GIVES A HELPING  
HAND TO HOUSEWORK

(See Page 50)

And in addition, complete blueprints and specifications of each of these eight houses have been prepared...a perfect combination to satisfy yourself that you are on the right track, and to get your architect or builder well under way toward that new home for your family.

Step one toward that dream house is to study these eight House Beautiful designs in this book with other members of your family. Select the one design... or the two or three...that seem to fit your needs and requirements.

Then order the scale models for these houses with the convenient coupon below.

And you may want to order a set of blueprints and specifications for each of your selections at the same time. Of course, the blueprints will be available later, but if you order the two together—scale model and blueprint—you will save a dollar per set. Yes, when you order the two together, you actually pay only \$1.00 for your scale model.



House No. 34

THE HOUSE MOST  
EVERYONE LIKES  
(See Page 66)



House No. 33

THIS HOUSE IS BETTER BECAUSE  
YOU GET MANY UNIQUE ADVANTAGES

(See Page 54)



House Beautiful Magazine • 101 Madison Avenue • New York 7, N.Y.

Please send me the Scale Models and Blueprints of the House Beautiful plans as checked below:

	Scale Model @ \$2.00	Blueprints @ \$5.00	Both Scale Model and Blueprint of Same House @ \$6.00
HOUSE NO. 27			
HOUSE NO. 28			
HOUSE NO. 29			
HOUSE NO. 30			
HOUSE NO. 31			
HOUSE NO. 32			
HOUSE NO. 33			
HOUSE NO. 34			

Total      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_

Indicate the house numbers of the ones you want enclosed in the order price on the coupon and enclose thereunder the total of all three columns in one sum (check or money order).

I am enclosing (check) (money order) for \$\_\_\_\_\_

Name \_\_\_\_\_ Street Address \_\_\_\_\_

City, Zone & State \_\_\_\_\_

[Continued from page 33]

**127. Daily Pleasure in Sterling.** Wallace Silversmiths present many ideas on proper place settings, flatware and holloware for every occasion . . . 10 cents.

**128. Entertaining the Sterling Way.** A series of table-settings using Gorham's flatware and holloware patterns for a wide range of entertaining functions . . . 10 cents (40 cents outside U. S. A.).

**129. Onslow Pattern by Tuttle.** This pattern and illustrations of a few of their holloware pieces reproduced from the English, French and early American designs are compiled with a thumbnail sketch of the history of Tuttle Sterling.

**130. Buenilum.** Hostess service accessories of this hammered aluminum alloy for entertaining and gift-giving, also a price list are incorporated in this folder.

**131. The Enjoyment of Sterling.** International Sterling has gathered together hints on being a perfect hostess, table settings for all types of luncheons and dinners, the care of silverware; also illustrations of their flatware and holloware patterns . . . 10 cents.

**132. Choosing Your Crystal Pattern.** The makers of Heisey crystal have incorporated a story of practical and interesting data along with their crystal patterns in this 16-page booklet . . . 10 cents.

**133. Keep Silver Bright Without Polishing.** The Pacific Mills Silverwrap protects your flat silver from tarnishing while it is stored and this pamphlet explains how and why.

**134. Leaf Dance.** The Edwin M. Knowles China Company displays its new fashion in dinnerware, the Leaf Dance pattern.

**FURNITURE**

**135. Heirlooms of Tomorrow.** Craftique's booklet on their authentic line of reproduction dining room pieces.

**136. Designing Your Modern Bedroom.** Double Duty Furniture by Merton Gershun for your bedroom has been compiled by the Albert Furniture Company . . . 10 cents.

**137. Quaint American Portfolio of Unusual Furniture.** Carl Forslund has designed many pieces of quaint American furniture from old original designs and miniature furniture is also pictured in this catalog with over 100 illustrations . . . 25 cents.

**138. Room Service.** Samson folding chairs and tables can be used as transitional furniture as shown with unique decorating ideas . . . 10 cents.

**139. From The Eighteenth Century.** Union-National's brochure describes in detail the features of their bedroom and dining room furniture . . . 2 cents.

**140. Wrought Iron by Woodard.** Full-color photographs of the many designs and settings prove the adaptability of iron furniture today. A color chart is included . . . 10 cents.

**141. Choosing and Using Period Tables.** Hints on furniture styles, mixing periods, and the how and where to use tables have been collected in this booklet by the Cowen Furniture Company . . . 10 cents.

**142. Decorating Magic.** A guide to modern bedroom design with the aid of Kathleen White, decorating consultant to Harvard of Cleveland, also includes many ideas on the use of Harvard's bed frame . . . 10 cents.

**143. Beauty Care for Your Hungerford Solid Mahogany.** An informative brochure on the history of mahogany and the care and treatment of this wood.

**144. Here's How-To Home Decorating.** Johnson-Carpenter's illustrated booklet on the "No's" and "Know's" of home decorating . . . 25 cents.

**145. Functional Modern by Kenmar.** This pamphlet shows how to arrange living rooms the easy way with Kenmar's furniture.

**146. Table Talk.** This illustrated pamphlet of Extensole tables shows several designs in these space-saving console and dropleaf tables.

**147. Molla Cast Aluminum and Wrought Iron Furniture.** The cast aluminum and wrought iron furniture is coming in off the porch and terrace into our dining rooms and living rooms, illustrated by Molla in an attractive brochure . . . 10 cents.

**148. Mattson Oakmasters Modern.** The Grand Rapids Bookcase and Chair Company illustrates in a Golden Brochure the adaptability of their modern furniture . . . 25 cents.

**149. Furniture That's Made to Live With.** Statton's Early American maple and cherry furniture for all rooms are profusely illustrated.

**150. Selections From The Beacon Hill Collection.** This booklet features an assortment of traditional furniture by the Kaplan Furniture Company . . . 25 cents.

**151. For The Life Of Your Home.** Conant-Ball presents many ideas on the coordination of fabrics, colors, furniture and accessories . . . 25 cents.

**152. Young America at Home.** The J. L. Chase Company starts you with a floor plan and helps you achieve a perfect room with hints on furniture arrangement, double-duty furniture and the correct colors for you . . . 10 cents.

**153. California Contemporary.** Sherman / Bertram of California presents furniture originals in a mood truly California for people of all America . . . 10 cents.

**154. Cherry Ranch Bedroom and Dining Room by Morganston.** In designing this group, the Morganton Furniture Company had the "Ranch Type House" in mind for the semi-formal way of living today.

**155. California Manor and California Professional.** 2 booklets featuring Karpen's furniture including dimensions of every piece illustrated.

**156. Right . . . For Use Anywhere.** A 20-page booklet picturing Calif-Asia's Peel Cane Furniture suitable for indoor or outdoor living.

**157. Make Your Own Design For Living.** Containing the complete line of Mengel's bedroom suites, including a simple color wheel to help your color-scheme problems . . . 25 cents.

**158. For Lifetime Comfort and Pleasure.** A fully illustrated pamphlet on the upholstered furniture by Northome featuring the unusual spring construction unit.

**159. Unique New Apartment Furniture.** A functional series of early American dining room and bedroom sets are pictured in many groupings and combinations by Unique Furniture.

**160. To Match Your Dreams.** Featuring the complete line of the Continental Furniture Company's traditional bedroom designs . . . 15 cents.

**161. Hale Furniture Brochure.** The entire line of Hale's breakfast and junior dinette sets have been compiled with many finishes to choose from.

**162. Victorian Revival.** If you have a weakness for Victorian this little booklet by the Victorian Furniture Corporation tells the story of Victorian Furniture showing a few of their custom built reproductions . . . 10 cents.

**163. Restfoam — The Most Comfortable Thing In Your Life.** A descriptive folder featuring Hewitt-Robins Restfoam latex cushioning.

**164. White Album of Fine Furniture.** A catalog filled with photographs of White's traditional furniture for every room . . . 10 cents.

**165. Kittinger Furniture.** 3 booklets by Kittinger featuring their King-of-Ease, the chair of a hundred positions: The Modern Butler, the hospitality serving table; and Williamsburg Restoration Furniture reproductions . . . 10 cents.

**RUGS AND FLOOR COVERINGS**

**166. The Bigelow Home Decorator.** The Bigelow-Sanford Carpet Company has planned a concentrated course in practical home decoration. By this you can easily work out your own color schemes . . . 25 cents.

**167. Adamo Weaves.** 14 color samples of Adamo's Boucle-weave carpeting are incorporated in a folder including descriptive material on these cotton carpetings . . . 25 cents.

**168. How to Judge and Care for Floor Coverings.** The Gulbenkian Seamless Rug Company tells you what to look for when buying rugs and carpets and the proper methods of care and treatment.

**169. New Sponge Rug Cushion.** A descriptive leaflet on the sponge rubber which means luxury underfoot by the Sponge Rubber Products Company.

**170. At Home.** Wunda Weave loom-woven cotton rugs and carpeting are illustrated in full-color in the homes of famous persons.

**171. Asiacraft In "Northern Light" Colors.** A pallet of 20 shades of the textured rug by Klearflax shows the complete line of "Northern Light" colors, appropriate for modern or period settings.

**172. California Handmade Broadloom.** Carpets by Hollywood Loomcraft, Inc., are photographed in actual Early American and Modern room settings.

**TELEVISION, RADIOS AND PIANOS**

**173. Zenith Television.** The Giant Circle Screen with the built-in aerial and single knob automatic tuning is illustrated showing many of the Zenith models to fit any decorative scheme.

**174. Miniature Catalog.** For your musical pleasure Kimball Consolete pianos are illustrated to show the large variety of styles, sizes and finishes offered by Kimball to fit into modern or traditional settings.

**175. An Invitation to Music.** The Minshall-Estey electronic organ, which any pianist can play, is pictured and described.

**176. Arvin — The Complete Line of Table Model Radios.** Illustrated in color to show the wide variety of hues and styles which this convenient little radio comes in.

**LINENS AND BEDDING**

**177. Sheets and Blankets . . . A Housekeeping Guide.** Pepperell offers this useful booklet filled with ideas on the care and upkeep of your linens and blankets.

**178. 17 Quick Tricks to Refresh Your Home.** Wamsutta Mills have offered some quick and easy decorating tricks that will give your home an exciting and new personality.

**179. Bedtime Story.** The purpose of this booklet by Bell Textiles, Incorporated, is to tell you how to beautify your bedroom and get the most use out of it as inexpensively and as simply as possible.

**180. Needle-Tufts.** The adaptability of Cabin Craft's Bed-spreads for all periods of bedrooms is illustrated in this pamphlet.

**181. Facts About Sheets.** There are 5 different sheet qualities and Pequot Mills recommends the type that fits your own budget best with helpful information on the know-how of sheets.

**182. Encyclopedia Blanketania.** A 32-page booklet prepared by the Faribault Woolen Mills on upkeep, laundering and storing of your woolen blankets plus a history of blanket making.

**183. Beauty Secrets From Your Linen Closet.** A comprehensive manual by the Utica and Mohawk Cotton Mills answers many questions on the buying, care and quality of your linens, plus storage, washing and ironing tips.

**184. Airfoam Cushioned Mattresses.** If you are contemplating a new mattress, this complete little pamphlet on the Airfoam Mattress made by Goodyear and marketed by the Englander Company will be of interest to you.

**185. Life Begins at 10:40 P.M. . .** Or when you retire, as told in this amusing leaflet on U. S. Koylon Foam Mattress.

**186. The Story of Warm Healthful Sleep.** This pamphlet fully describes the Sylcon Management Association's Temprel Relaxor Heated Mattress which provides ideal sleeping heat by absorption rather than radiation.

**CURTAINS, DRAPERIES AND DRAPERY HARDWARE**

**187. Smart Window Styling.** This instructive Kirsch Booklet gives you almost a hundred illustrated ideas for treating every conceivable kind of window in every room in the house . . . 25 cents.

**188. Fashions For Your Windows.** 22 graceful ways to dress 15 types of windows with Wilbarry Lace Curtains . . . 25 cents.

**189. Curtain Time.** Helpful ideas conceived by Fashion Curtains for dressing windows interestingly and attractively, plus practical hints for safe curtain laundering.

**190. The Judd Idea Book.** Hints and ideas for decorating windows are presented in this booklet for all types of draperies and window coverings . . . 15 cents.

**191. How to Curtain Your Windows.** How to fit curtains properly to the window both decorating-wise and service-wise, and the proper types of draperies and curtains are explained at length in this book by the makers of Vogue Curtains . . . 10 cents.

**192. Curtain Magic for Home Decorators.** A group of illustrated ideas for curtaining doors and windows as well as for making bedspreads and vanity skirts out of Fairclough and Gold's Double-Lite Curtains . . . 10 cents.

**193. Now You Can Let The Daylight In.** This pamphlet fully describes the Suncheck Fabric Venetian Blind with the 4-way adjustment to give you light, air and privacy.

**DECORATING HELPS**

**194. Enchanting Homes of Western Pine.** 20 pages filled with ideas on decorating rooms attractively with Western Pines Wood.

**195. Planning Ahead with Glass for More Enjoyable Living.** This Libbey-Owens-Ford Glass booklet shows countless ways to use mirrored and glassed furnishings in all parts of the house and has a section on solar heating . . . 10 cents.

**196. Marvalon.** A wall-covering material made by the Munising Paper Company is truly washable and scrubbable and instructions are included with a sample of this paper . . . 10 cents.

**197. The Magic of Scenic Wallpaper.** Over a dozen of Schmitz - Horning's scenic wallpapers are pictured in varied and decorative schemes.

**198. Mirrors — Styled By Dorothy Draper.** Thumbnailed sketches and full-color illustrations of Libbey-Owens-Ford Glass Company's mirror surfaces throughout the house . . . 25 cents.

**199. At Home With Boltaflex.** Instructions on covering headboards, table tops and all sorts of other furniture using Boltaflex, plus a color chart.

**200. How to Decorate With and Care For Wallpaper.** In full color this detailed booklet by Sally Benson helps you achieve the proper decorating schemes with York Wallpapers . . . 10 cents.

**201. Color Harmonizer.** Authentic color charts of related and contrasting harmonies help you plan interesting color combinations with the aid of Imperial Wallpapers . . . 25 cents.

**202. How to Use Decorative Accessories In Your Home.** Many suggestions are offered to use your accessories cleverly and interestingly by the Syracuse Ornamental Company . . . 10 cents.

**203. The Wall-Tex Portfolio.** Patterns, colors and textures of Wall-Tex canvas-backed wall coverings for plaster crack control and honest washability. Made by the Columbus Coated Fabrics Corporation.

**204. Your Sanitas Sampler.** Four different samples of this washable fabric wall finish are enclosed and fully described in this leaflet.

**205. Valance Lighting.** General Electric collaborated with Moe-Bridges Corporation to bring you this new unit for fluorescent lamps, and this booklet shows how decorative and practical this idea is . . . 10 cents.

**IMPORTANCE OF DETAIL**

**206. Social Supper Trays.** Many trays for all sorts of uses are illustrated in this folder showing a variety of styles and designs by the American Art Works, Incorporated . . . 10 cents.

**207. Latching Your Doors The Low Cost Way.** A helpful booklet on how to choose latches and locks for your home plus hints on installation by the National Brass Company . . . 10 cents.

**208. How to Electrify Oil Lamps.** Directions for converting oil lamps, bottles and jugs plus other novelty bases into electric lights are fully explained by the Gyro Lamp and Shade Corporation . . . 25 cents.

**209. Electric Clocks by Sessions.** Clocks for every need, room and taste are illustrated with dimensions and details of each style.

**210. For Charm and Beauty.** Rittenhouse golden-toned door chimes for every type home in over a dozen models are illustrated in this pamphlet.

**211. Closet Caddy.** Space-saving ideas for your closets are illustrated showing the Block Company's numerous closet racks.

**212. Select Amerock Cabinet Hardware.** Knobs, pulls, hinges and catches in matched ensembles in chrome finish and also Colonial hardware in the Colonial Black finish are illustrated by the American Cabinet Hardware Corporation.

**213. Mirrors — Styled By Dorothy Draper.** Thumbnailed sketches and full-color illustrations of Libbey-Owens-Ford Glass Company's mirror surfaces throughout the house . . . 25 cents.

**214. The Cavalier Bride's Book.** Whether you are planning your wedding, honeymoon or budget, you'll find helpful ideas in this story by the Cavalier Corporation . . . 10 cents.

# Better houses

## DON'T cost more

They don't—but only if you are willing to re-plan and re-study, to pare and invent, almost endlessly.

Every plan—no matter how good it seems—can be made better. Real improvement takes a staggering amount of time and study. Most homeowners cannot do this for themselves because they are not sufficiently informed.

Operative builders, who build for sale rather than on contract, say that it is a waste to study their plans down to the last fine detail, because people don't know the difference and buy because of superficial and sentimental things: gadgets, yellow shutters, ivy wallpaper in the breakfast nook, things that have nothing to do with the house plan or structure.

HOUSE BEAUTIFUL is afraid the builders are right, that sentimentality more than common sense controls home building. For most people go into home-buying or home-building insufficiently informed, as though it were no more complicated than buying a suit of clothes or a carpet. Most embarking homeowners are renters. Of necessity, renters have been putting up with untold inadequacies, for rentable dwellings are always the least desirable of our available housing. Putting up with inconveniences unquestionably dulls critical ability. Folks who have never lived in a *really* good house find it hard to imagine all the fine points that go to make up perfection.

Yet, unless they are able to recognize the difference between bad, better, and best houses, they can never get full value for their money—whether they buy or build.

To help everyone understand the values out of which perfection is concocted, HOUSE BEAUTIFUL shows a BAD, a BETTER, and a BEST version of the same house on the same lot with the same exposure to the sun and the street. Study these 3 plans and you will learn how to study any plans—to make them better and to get more for your money.

BAD



BETTER



BEST



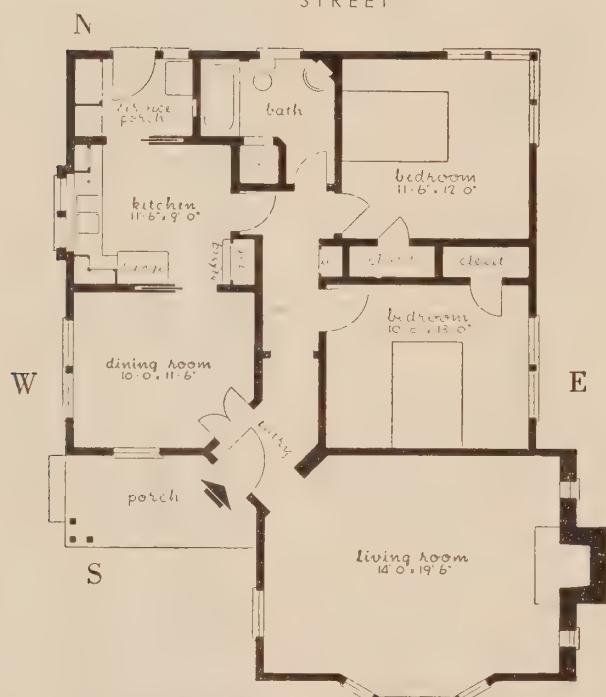
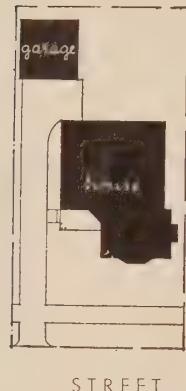
By

ELIZABETH GORDON

# The same house . . . .

but what a difference

between the BAD



Why the bad

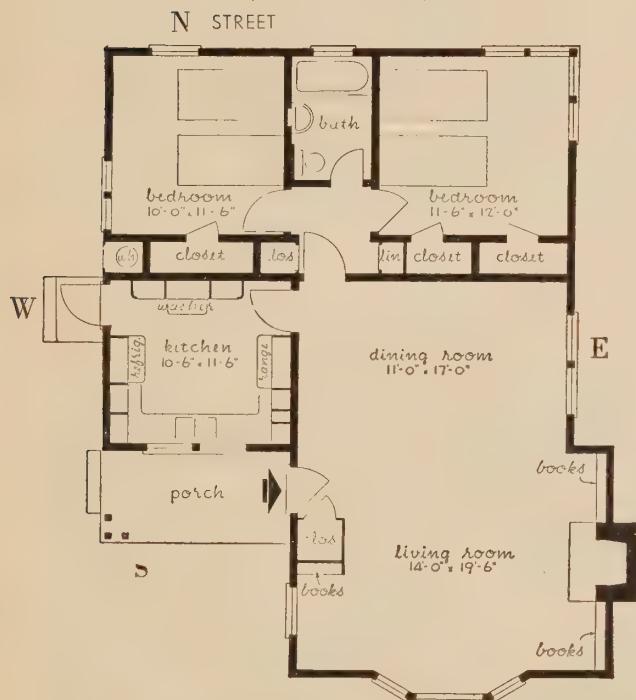
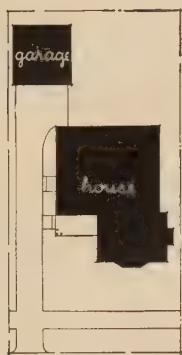
house is BAD

This is a horrible example of an obsolete plan that is being built by the hundreds of thousands. The floor plan is 20 years out of date and the site plan is 40 years out of date. This "stock" bungalow (containing 1,239 square feet of floor space) has an old-fashioned 4 foot-wide hall cutting into the center of the house, wasting 49 square feet. The dining room is too small to be a true dining room. The service porch is an out-of-date idea in these days of automatic equipment. Every room in the house is cramped and mean-looking.

The site plan is a hangover from the horse-and-buggy days, when the stable *had* to be on the back of the lot to banish the odors. A garage so far back is expensive in paving, and spoils rear of lot for other uses. House is placed with no regard to orientation to the sun. This lot faces south. Therefore, the most desirable exposure is on the street side, making it impossible to create outdoor space with privacy and favorable exposure, since the house is so far forward on the 52' x 100' lot.

Front of the house shows its lack of up-to-date planning. The little tiddle of stone dado under the bay window contributes nothing, design-wise, and just costs extra money. The porch is too narrow to sit on, too public to be useful anyway, and too big if it is supposed to be weather protection at the front door. The hip roofing is the most costly type to frame and flash, and, with such small masses, looks jumpy and weak. The placing of the house and garage neatly cancels out any private use of the remaining land.

# ..the BETTER..the BEST!



## Why the better house is BETTER

**S**ite plan of this house is no better, for house and garage are placed in the same old-fashioned manner. But floor plan has been substantially improved within the same foundation lines of the old house. The wasteful hall and service porch have been eliminated and that square footage absorbed into living space. The tiny dining room has been eliminated, and the space gained has been used to make a really big, impressive living-dining room 25' x 17'. Kitchen moves to front of house.

**T**his house has six closets. Bad house has three. Better wall spaces in kitchen permit five times the amount of kitchen storage. Every room in this house has two exposures. All these changes simplified house plan and its construction by straightening out partitions. This plan eliminates 315 square feet of interior partitions, means less lumber, plaster, wood trim, fewer doors, less paint, and paper. Kitchen flooring is reduced, bathroom tile flooring from 48 square feet to 28 square feet. Simplicity is cheaper and better.

**E**xterior appearance cannot be called improved, for almost nothing has changed. There's more glass area, but fewer windows. Three windows, their frames, and the labor of installing them have been eliminated. Yet house is sunnier and brighter. Bigger panes, as in bay window, cut down puttying and glazier's time. House is still a cracker box without dignity. But, inside at least, it has a living room big enough to permit gracious living, and enough closets so that the owners won't be compelled to keep storage boxes under the bed.



*Better your home . . . Better your living*

# The best house and why it is BEST

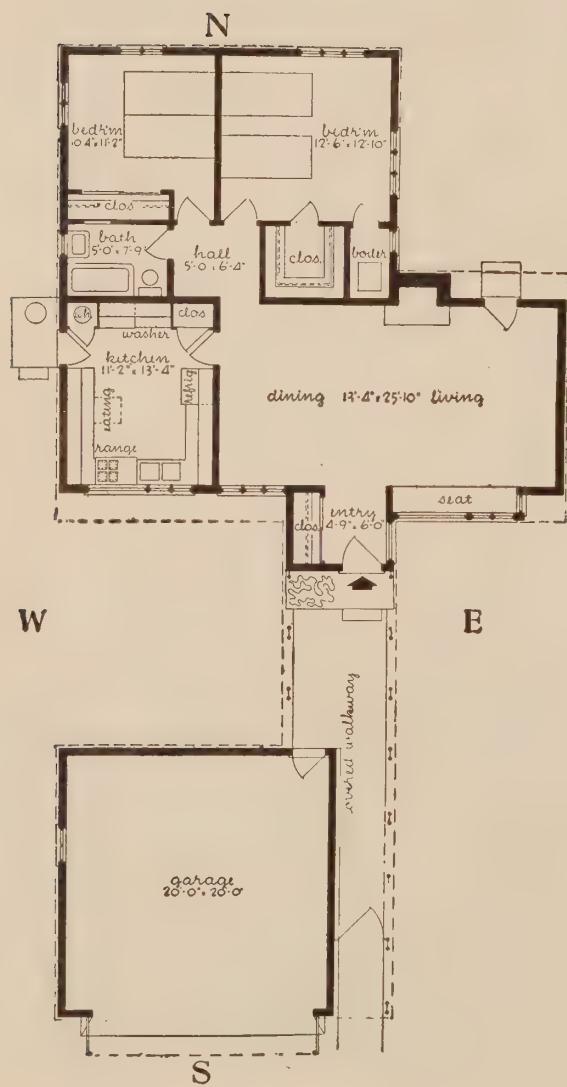
**READY-TO-BUILD  
HOUSE NO. 30**

1040 square feet

Excluding garage and  
covered walkway

MINIMUM LOT WIDTH

50 feet



**I**t's best because it makes a supremely good use of the land, gives you a better room plan, and it doesn't cost any more. Here's *how* and *why*!

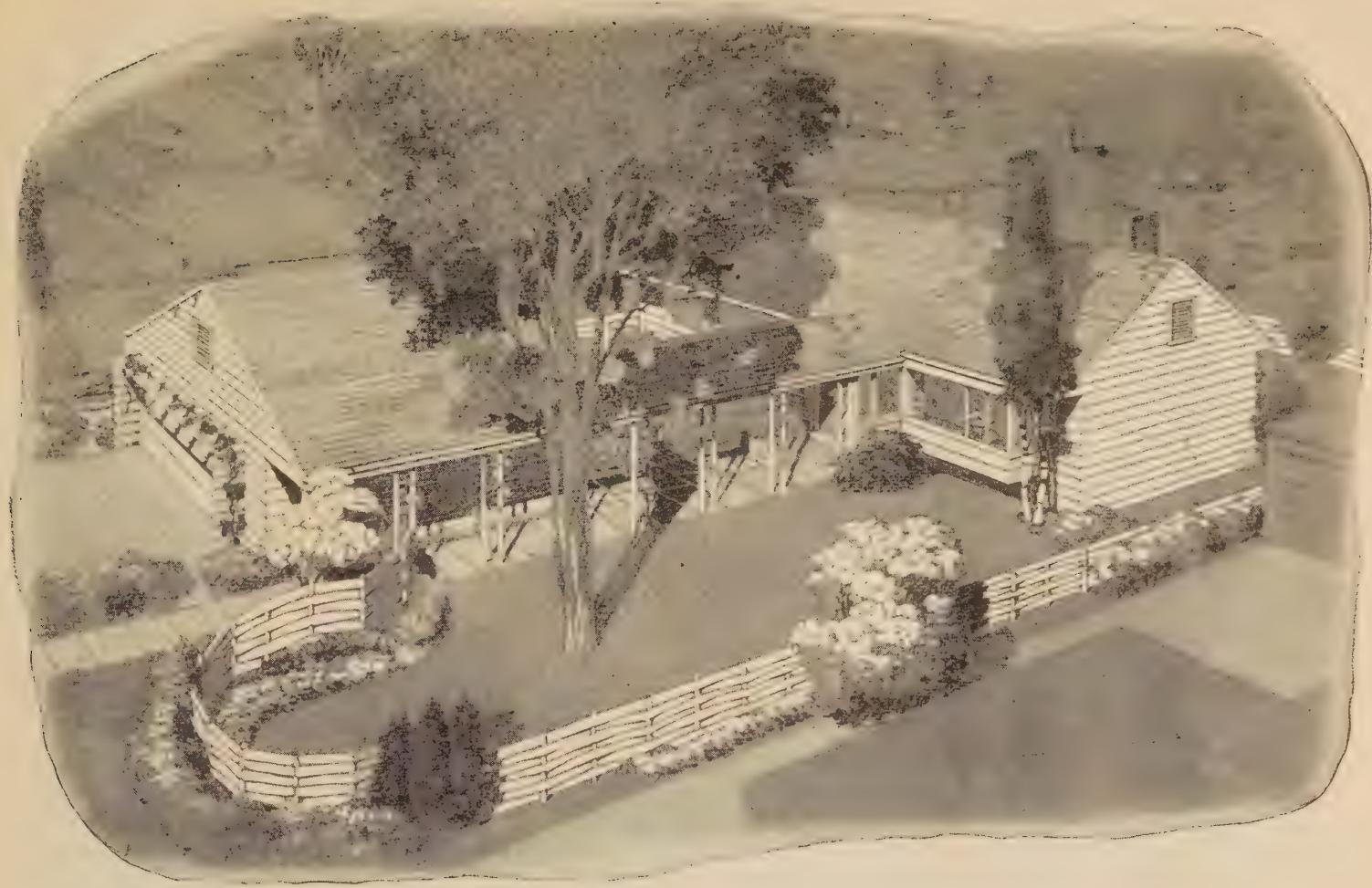
The house is placed toward the rear of the lot, away from street noises, so you can enjoy greater privacy. The garage is put near the street, so that less driveway is needed and you can drive into it easily. House and garage are tied together by a covered passage, so that they appear on the small lot as one interesting structure rather than as two separate, unrelated boxes.

Inside the house you'll find a generous provision for closet space (just compare) and a large kitchen with an ample window to the south. The hall, too, is kept to a minimum, but it's not so small that there isn't room for a towel and linen chest. You'll see also that this house has an entry big enough to move around in with plenty of hanging space at hand.

This planning for the best use of land and house must be done with an eye on the pocketbook. It doesn't cost any more to build a wall in the right place than it does to build the same wall in the wrong place. The comparison of building materials, page 42, tells you why.



**T**his site plan is decades ahead of the others, for it recognizes that the north side of the street is a different designing problem from that of the south side. It also recognizes that a good house must be oriented to the sun. By placing the house way back on the 100-foot lot, much of the desirable outdoor land area is left clear for use as lawn and garden. By placing the garage well forward in front of the house, it screens the public gaze from part of the house, and creates an easily enclosed space which is a "natural" for a terrace or patio.



ARCHITECT: JULIUS GREGORY



This is a fine example of how a south front lot can have its outdoor living space between house and street. Here, unmistakably, is the front entrance. Yet your actual front door is far removed from street noise. Your private domain is tucked behind a wood wall which can be easily constructed of inexpensive, short-length boards and posts to create an estate worthy of a 50-foot lot—another dividend which careful site planning affords.

This bird's-eye view of the house shows general arrangement on the lot. Note particularly that the house was so planned that one large garden area was achieved, whereas most houses are placed so that usable land area is cut into two small yards, front and back. This generous lawn is on the sunny side of the house, provides a good view from the bay window, and is carefully screened from neighbors and street by an attractive fence and planting screen.

the BAD

the BETTER

the BEST

## COMPARISON OF

## FLOOR AREAS IN THE . . .

	BAD	BETTER	BEST
Closets . . . . . square feet . . . . .	31.7	40.2	51.4
Additional closet space if under floor furnace is used . . . . . square feet . . . . .	0	0	20.0
Kitchen (including service porch) square feet . . . . .	140.0	121.0	149.0
Dining and living . . . . . square feet . . . . .	381.0	461.0	345.0
Bedrooms . . . . . square feet . . . . .	274.0	264.5	283.0
Bathroom . . . . . square feet . . . . .	51.5	38.4	39.0
Halls . . . . . square feet . . . . .	78.1	27.0	59.0
Remaining areas (walls, doors, chimneys, etc.) square feet . . . . .	283.7	280.9	93.6
<b>TOTAL FLOOR AREA OF HOUSE . . . . .</b>	<b>1239.0</b>	<b>1233.0</b>	<b>1040.0</b>
PORCH . . . . . square feet . . . . .	67.5	72.0	196.0
GARAGE . . . . . square feet . . . . .	440.0	same	same



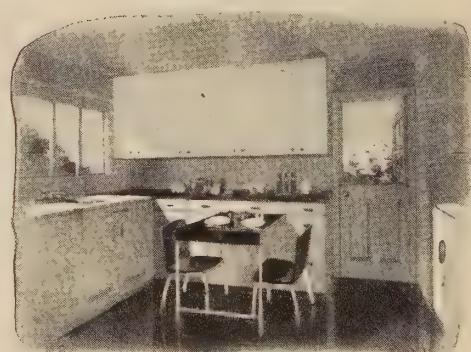
## COMPARISON OF MATERIALS . . . . .

	BAD	BETTER	BEST
Excavation . . . . . cubic yards . . . . .	270	270	268
Backfill & Rough Grading . . . . . cubic yards . . . . .	96	96	105
Concrete Foundations & Footings cubic yards . . . . .	48	48	46
Forms . . . . . square feet . . . . .	1652	1652	1540
<b>Concrete Work</b>			
Garage floor . . . . . square feet . . . . .	400	same	same
Driveways, walks, porches, steps square feet . . . . .	1031	1006	825
<b>Masonry</b>			
Brick . . . . . number . . . . .	5100	same	same
Firebrick . . . . . number . . . . .	105	same	same
Terra cotta flue . . . . . lineal feet . . . . .	28	same	same
<b>Rough Carpentry</b> . . . . . board feet . . . . .	14697	14227	13912
<b>Millwork</b>			
Finished wood floor . . . . . square feet . . . . .	914	943	912
Siding . . . . . square feet . . . . .	1388	1332	1628
Main cornice . . . . . lineal feet . . . . .	192	192	139
Eave cornice . . . . . lineal feet . . . . .	15	15	124
Bay windows . . . . . number . . . . .	1	1	1
Exterior sash (including garage) number . . . . .	10	9	9
Attic vents . . . . . number . . . . .	4	same	same
Interior doors . . . . . number . . . . .	12	9	10
Exterior doors (including garage) number . . . . .	3	4	4
Garage doors (2 car) . . . . . number . . . . .	1	1	1
Wood base . . . . . lineal feet . . . . .	362	294	316
Shelving . . . . . lineal feet . . . . .	54	54	25
Kitchen cabinets (number to depend on local practice) . . . . .	same	same	same
<b>Linoleum Floor</b> (no deduction for fixtures) square feet . . . . .	140	121	149
<b>Lathing and Plastering</b>			
Walls . . . . . square yards . . . . .	294	240	253
Ceiling . . . . . square yards . . . . .	120	120	118
<b>Roofing</b> . . . . . square feet . . . . .	2184	2184	2130
<b>Sheet Metal Work</b>			
Gutters . . . . . lineal feet . . . . .	192	192	139
Leaders . . . . . lineal feet . . . . .	80	80	72
Flashing . . . . . square feet . . . . .	45	45	37
<b>Glass</b> . . . . . square feet . . . . .	172	208	198
<b>Painting</b>			
Exterior trim . . . . . square feet . . . . .	196	196	180
Exterior walls . . . . . square feet . . . . .	1388	1332	1628
Interior trim . . . . . square feet . . . . .	168	146	150
Interior walls . . . . . square feet . . . . .	2648	2164	2270
<b>Plumbing</b> . . . . . number of fixtures	4	same	same
<b>Heating</b> . . . . . cubic feet of heated space	13104	13104	12756
<b>Electric</b> . . . . . number of outlets	40	same	same
<b>Tile Work</b>			
Floor . . . . . square feet . . . . .	48	28	30
Walls . . . . . square feet . . . . .	112	100	105

The BAD living room was impossibly small; the BETTER living-dining room was larger than need be at the expense of other rooms. The BEST house gives you living-dining space that is gracious, sunny and thoroughly ventilated with a cozy window seat bay window combination and loads of book space.



Dining in the BAD house was a cramped procedure. Both BAD and BETTER plans gave diners no privacy from the front door. But eating in the BEST plan goes on in a spacious room, handy to the kitchen, with a beautiful garden view and privacy from the front door. Chalk up another victory for planning!



The doors tell a story—the BAD kitchen had three doors in the middle of walls, cutting down counter space. BETTER plan crowded doors into corners, lost corner space. Porch roof stole sunlight. The BEST plan allows three full walls for cabinets and accommodates a pull-out dining table as well.

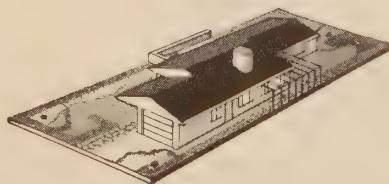


DRAWINGS BY MAX URBAHN



The long low lines created by the covered walkway help give this little house a special charm and appearance of greater size which the BAD and BETTER house lack, because they consist of two unrelated boxes, separately built. Expense of this walkway is made up in construction costs saved by cleaner exterior lines, simpler roof framing, less waste floor area, more economical plumbing, due to adjoining bath and kitchen and the use of economical spans for framing.

You can develop a trim little garden like this one only when the fundamental planning is right. This exciting yard can be built along with the house or can be done later on if you wish. The important fact is that a court like this is possible here, where it couldn't have existed with ordinary planning. To see how to get the most out of a given lot and a given budget, study the comparisons on the opposite sheet. BEST houses need cost no more.



Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.

# FOR THE FORGOTTEN FAMILY....

## AN APARTMENT-SIZE HOUSE

**READY-TO-BUILD  
HOUSE NO. 31**

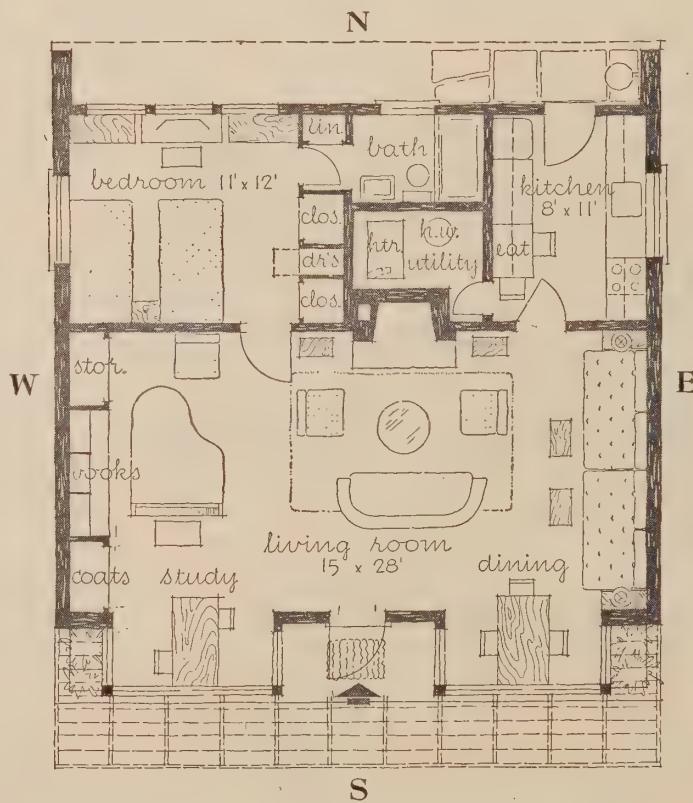
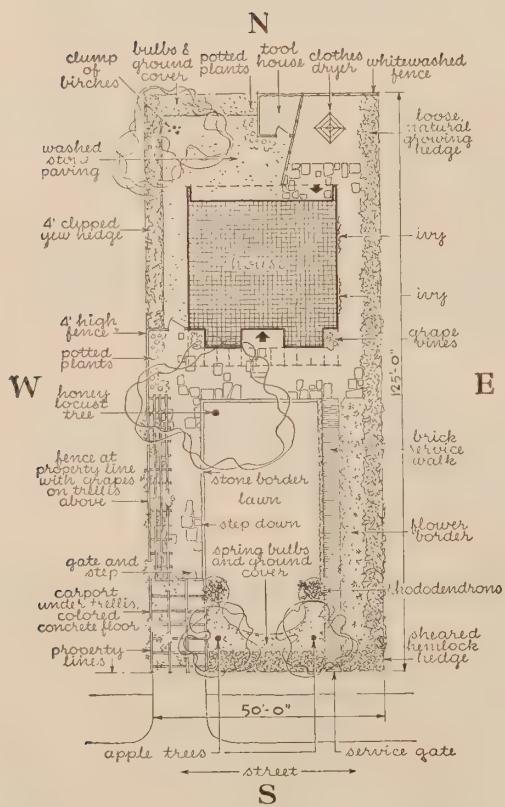
976 Square Feet.

MINIMUM LOT WIDTH  
50 FEET

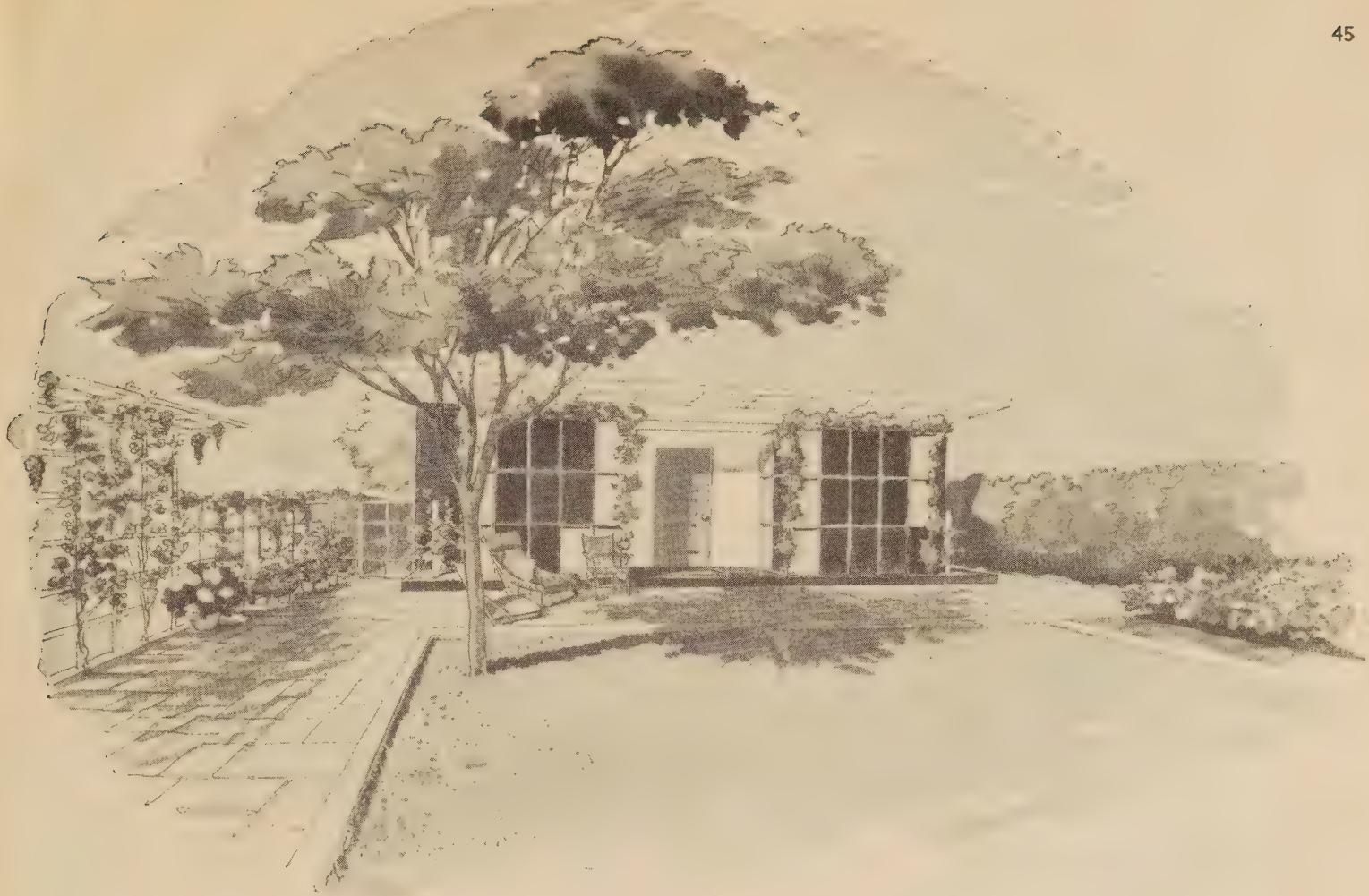
ARCHITECT: JOHN SHOBER BURROWS  
LANDSCAPE ARCHITECT: JO RAY

Young married couples, parents whose children have grown up and left home, professional or business folks—these are among the forgotten families who need a one-bedroom, apartment-size house. This sophisticated little structure may also be used as a week-end place, guest house, or rental-producing quarters. It admirably combines apartment compactness with the luxury of ample-size rooms and convenience in a glorious setting.

The whole plan is built around the living room—and what a room! It is spaciously large enough for a grand piano, lots of seating, as well as dining and study activities. You can bring *big* furniture pieces in here and they'll look at home instantly. And all during the day there's light, because stately bay windows face east, south and west. They're protected, also, from too much summer sun by shutters and by a solar overhanging trellis above. This solar house, set well back on the lot for privacy, makes the most of the sun's heat during winter to make you comfortable. (See also pages 59-65.) Both house and landscaping were designed to allow a maximum season of pleasant outdoor living.



Better your home . . . Better your living



Here's the answer to the question, "Why doesn't someone design us a decent-size, one-bedroom house?" If you are one of those forgotten families, here's your house. Designed to face south, it makes the most of large rooms on a small lot.

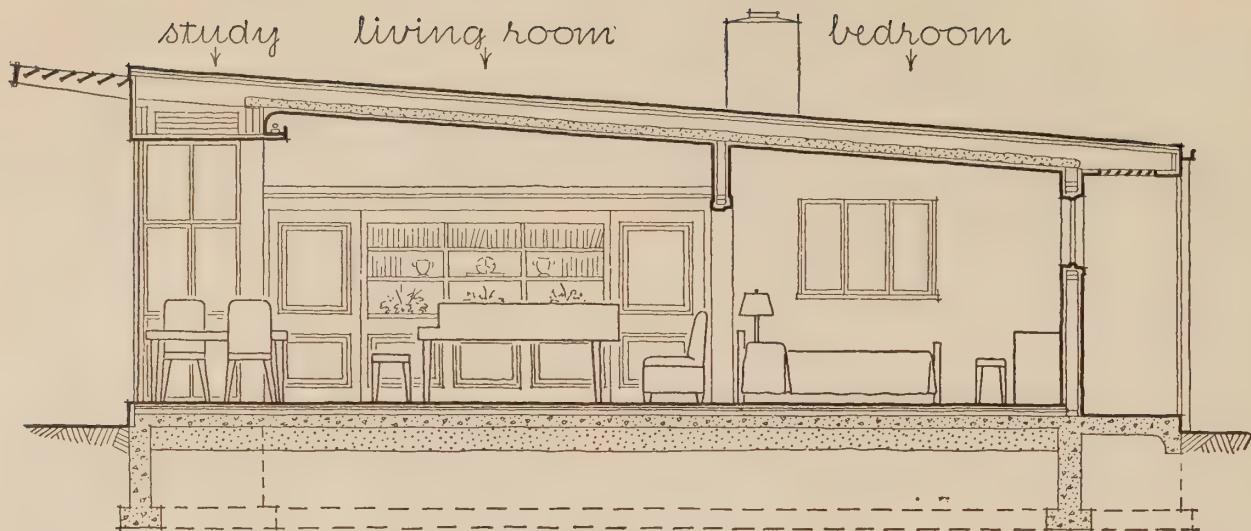
It is a solar house in the true sense of the word. Sunshade extends over sweeping windows flanking an inviting front entrance. Because it faces the street, the house was set well back on the lot to obtain a large, livable front-yard area.

The rear garden, below, provides shaded summer lounging area. Garden is paved for easy maintenance; flowers and planting are kept away from the house so they may receive plenty of sunshine. High windows on this side of house provide privacy inside, give ventilation to bath and bedroom and allow space below for furniture placement.

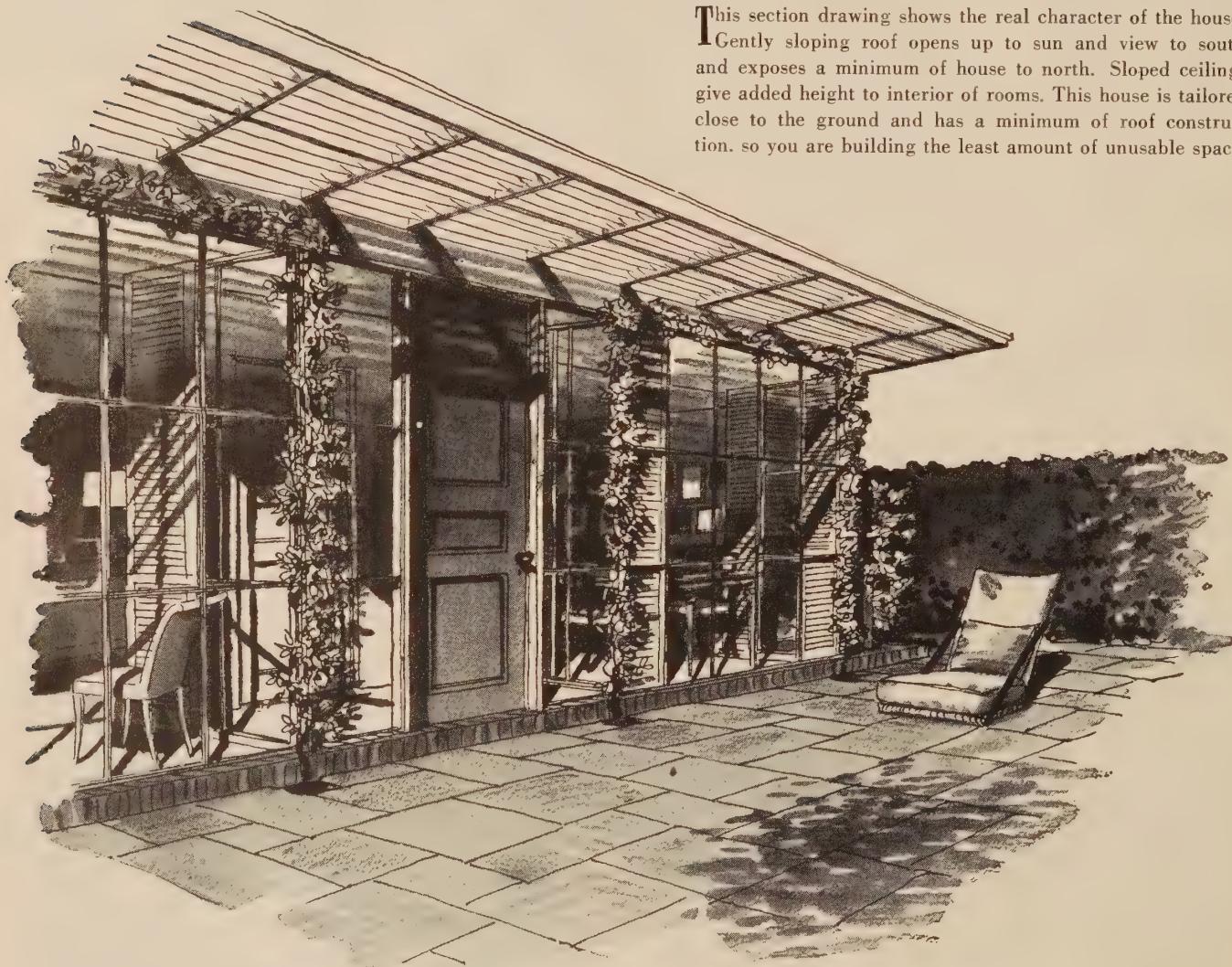


Because the living room is open on the street side to take in as much sun as possible in winter weather, the front of the lot is planted with an evergreen hedge to give you privacy. Main entrance to lot is alongside carport under a plant trellis, while gate in hedge at right becomes service entrance and leads alongside house to kitchen entrance in rear.





This section drawing shows the real character of the house. Gently sloping roof opens up to sun and view to south and exposes a minimum of house to north. Sloped ceilings give added height to interior of rooms. This house is tailored close to the ground and has a minimum of roof construction, so you are building the least amount of unusable space.



**Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 and 35 for details.**

During cold weather the entrance vestibule between bay windows may be enclosed by adding a storm door flanked with glass panels. This will serve as an attractive wintering spot for plants which cannot be brought into the house. Placed here, where they receive plenty of sun during the entire day, they lend color to the entrance and to the living room.

# If you could build tomorrow WOULD YOU KNOW WHAT YOU WANT?

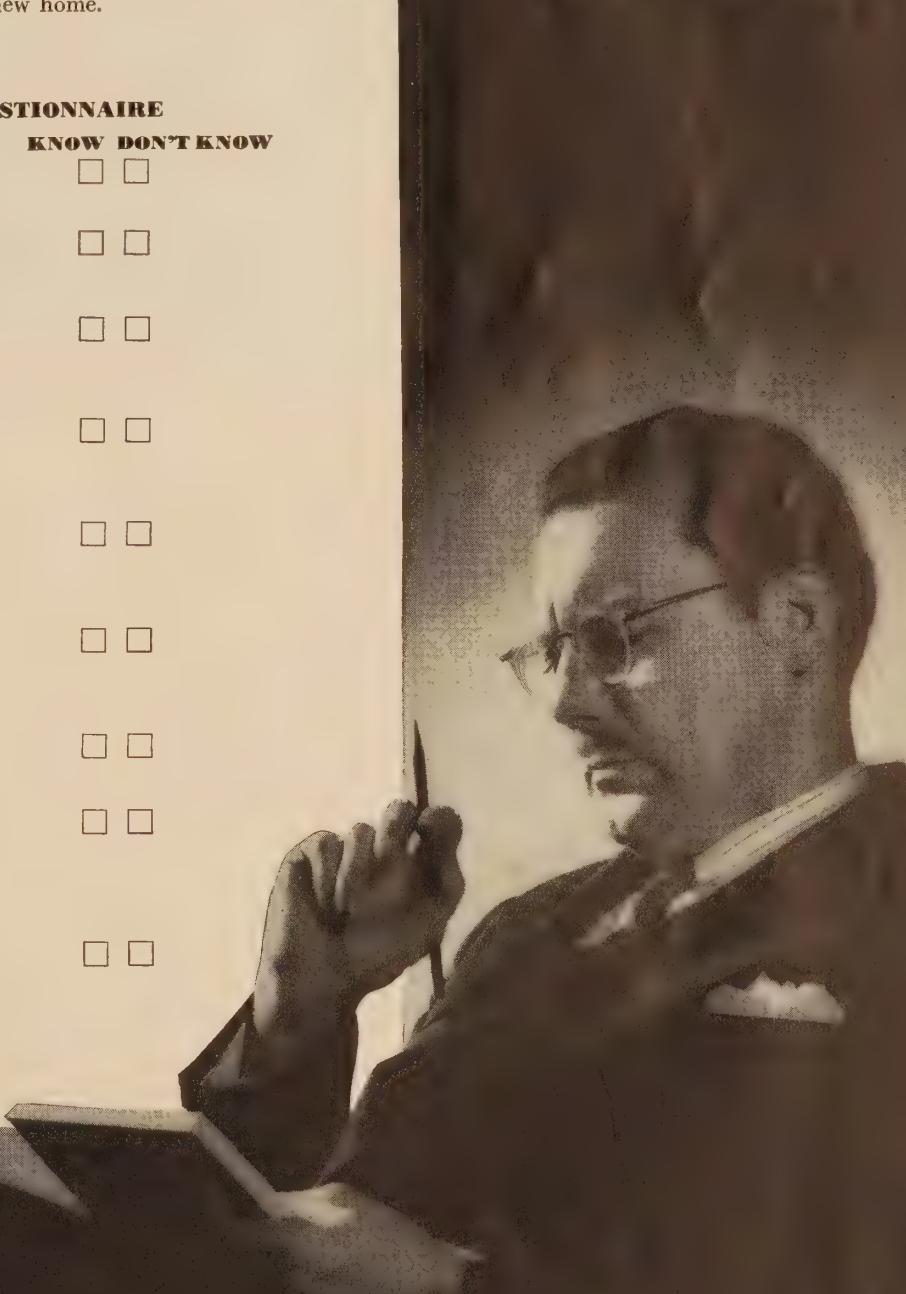
To get a good house you must know what you want. That is a big order. It means knowing what kind of person you *really* are, and how you intend to mold your family in the future. If you can't check "know" after the questions below, you are not ready for the most important event of your life (after marriage)—the acquiring of your own new home.

## KNOW THYSELF QUESTIONNAIRE

	KNOW	DON'T KNOW
● Do you know whether function is more important to you than style?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know that a brand new house can be obsolete?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know whether the big motivation in your life is wanting to be like others?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know ten faults in your present living conditions and how they could be corrected?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know whether you are primarily emotional or rational in your attitude toward your future house?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know whether you want your home to be primarily a haven and retreat, or a place for entertaining?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know whether you are suspicious of change and new ideas?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know in what ways your present living habits might prevent your having a completely convenient house?	<input type="checkbox"/>	<input type="checkbox"/>
● Do you know that you can handicap yourself by liking too many things or too few things?	<input type="checkbox"/>	<input type="checkbox"/>

HOUSE BEAUTIFUL'S

## HOME PLANNER'S STUDY COURSE



Make it thy business to know  
 thyself—which is the most  
 difficult lesson in the world

CERVANTES

You don't need to be psycho-analyzed before you build a house. But you *do* need to know a lot of things about yourself that you haven't been called upon to know as a renter. And we don't mean matters of roofing, or insulating, or heating, either.

Far too little has been said about the delights of having a house that is *so* completely right for you and your family that it is as comfortable as a custom-made suit of clothes. We maintain that if you are to build a custom-made house (instead of buying a ready-built one) you deserve a higher degree of perfection. And "perfection" means perfection for you and you only.

The whole concept of individualized housing in America is based on the idea that each family wants something a little different from everyone else. But this concept becomes a little silly and empty unless everyone builds a house that is *truly individual*. And that does not happen unless you know yourself—your true self.

Ironically enough, it is the people who are acquiring a new house for the first time who are least prepared to get a good one. For, as renters, they have had to "put up" with inconveniences until they have lost their critical sense. Here are some questions and some alternate answers that show what we mean.

**What kind of sleeper are you? Do you sleep deeply and without difficulty, or are you a light sleeper? Does morning light disturb you?**

If you are a light sleeper, the master bedroom should be on the side of the house away from deliveries of milk, newspapers, etc., and traffic noises. Neither should it be located over the kitchen. If morning light disturbs you, face bedroom north or west.

If sound sleep is no problem to either you or your mate, the placement of your bedroom in the floor plans need be given no special thought as suggested above. You are freer to observe other foibles which, if indulged, will make you happy.

**Are you a meticulous and careful housekeeper, particular about the tracking in of dirt? Do you want such elegances as a carpeted hall?**

If you are a particular housekeeper, you must be sure to plan a house that has weather protection at the front door. A front door that has no vestibule, porch, hood, or other protective device as a weather buffer will cause you work and dissatisfaction.

If you are a more casual housekeeper, you may not care whether or not your outside doors are under cover. You may also want to use linoleum or some of the new hard-surfaced materials on the floor of the hall, to save yourself cleaning work.

**How do you feel about light? Do you like sun in large quantities, or do you squint and feel fatigued by spending time in a bright room?**

*The general trend is toward many more and bigger windows, including bays that reach from floor to ceiling. Yet there are people who are truly unhappy in brightly lighted rooms, who can't face a sunny window. Don't follow trends and be unhappy.*

Tip to light-sensitive people: It isn't lots of window space that bothers you; it is how much sky is seen through windows. Windows that have overhangs or porches to cut down amount of sky seen from inside will not trouble you. It's a fact!

**Is there a conflict of interests among members of your family? Is there squabbling over radio vs. reading, over company vs. solitude?**

*If there is more than one generation living under one roof it is inevitable there will be differences of opinion over use of the living room. A two-generation household should have a house that permits several unlike activities to go on together.*

Strong personalities, even of the same generation, can differ about use of leisure. Plan your dining room or bedrooms to provide also for sewing, homework, reading, etc. Apartment dwellers may have to live on top of each other—but not new home-owners!

**Has your family special interests that make you unlike other families? Do you build canoes, go in for sports, or run a greenhouse?**

*The chance to indulge your hobbies is one of the birthrights of a home-owner. So think of your floor plans in terms of the space you'll need to pursue your hobbies. Photographic dark rooms that have to be stuck under the stairs aren't a fair deal.*

Even if you are not a hobbyist now, you and your family have some preferred ways to spend your leisure time that may grow into activities that require special space and special equipment. Project these tastes and provide for them ten years from now.

**Do you love to give parties and to entertain? Is this one of the chief motives in homemaking, or do you think of home as peaceful haven?**

*If you are primarily a social and gregarious family, you should design your house differently from the way anti-social and naturally solitary people would. Party-giving folk need sociable kitchens (bigger than strictly utilitarian kitchens) and game rooms.*

Bars, whimsical pantries, living-kitchens and the like would be a waste for bookish people. For you, use that space as dens, libraries, studies. As lord of your own castle, make sure you are as pampered and indulged as royalty should expect to be.

**Does your mind control your heart? Emotionalism can produce a pretty house, not necessarily a comfortable one. You can have both**

*If you carry a picture in your mind's eye of the house you have always wanted, beware. For it is almost sure to be a sentimental picture—pretty and quaint and charming, undoubtedly—but not necessarily right for you, and efficient enough for these days.*

The greatest block to getting your money's worth is the "dream" visualization of the house that is usually formed in childhood. Dreams (about rose-covered trellis, blue shutters, etc.) are just frosting on the cake. Have them, but have a good cake first.

**Are your critical senses dulled from living too long in inconvenient houses or apartments? Resignation is the enemy of good planning**

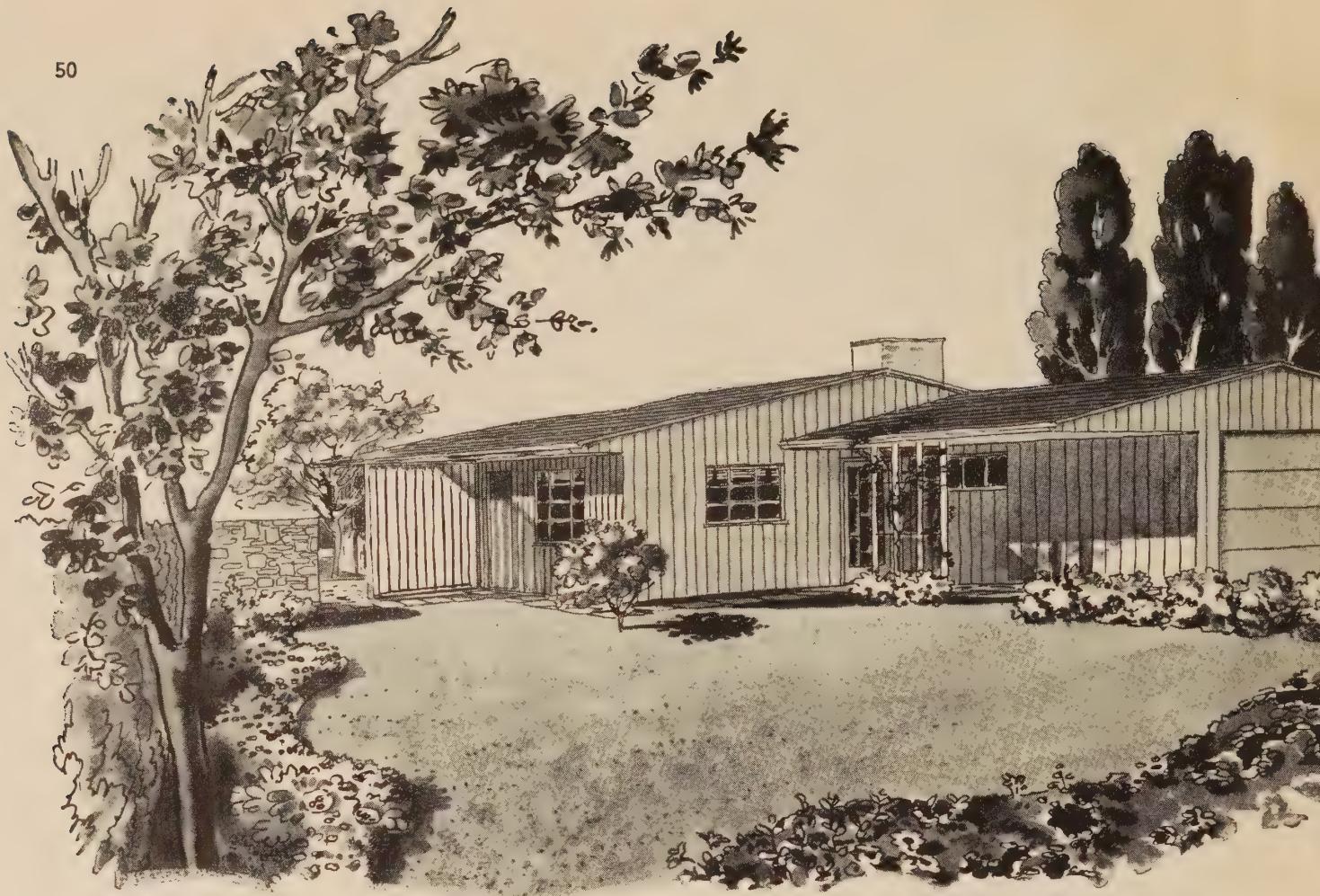
*You won't demand the best from plans if you have dulled your critical sense by years of meek resignation to poor equipment and facilities. Fault-finding is good practice to help you get the best in your new house, though you'll suffer more now.*

Let your fault-finding run rampant, but let it be constructive criticism. Practice figuring how to correct the faults that you have to put up with. Then you'll not only demand enough of your new house, but you'll be able to tell what you want.

**Do you want to be like other people, taking on the coloration of the majority? Or are you individual, tending not to run with the herd?**

*The way you answer these questions is vital in determining the kind of house you build. If you are too anxious to be like other people, you may build a house that is obsolete before you move in. Remember, the basic things in Progress are not extreme.*

If you are too individualistic, you may build a house that is considered ugly and extreme, which the neighbors will hate, and which may prove to be a white elephant in case you want to sell it later. Remember, a house has a social obligation, too.



By Jedd S. Reisner

# This plan gives a HELPING HAND TO HOUSEWORK

READY-TO-BUILD  
HOUSE NO. **32**

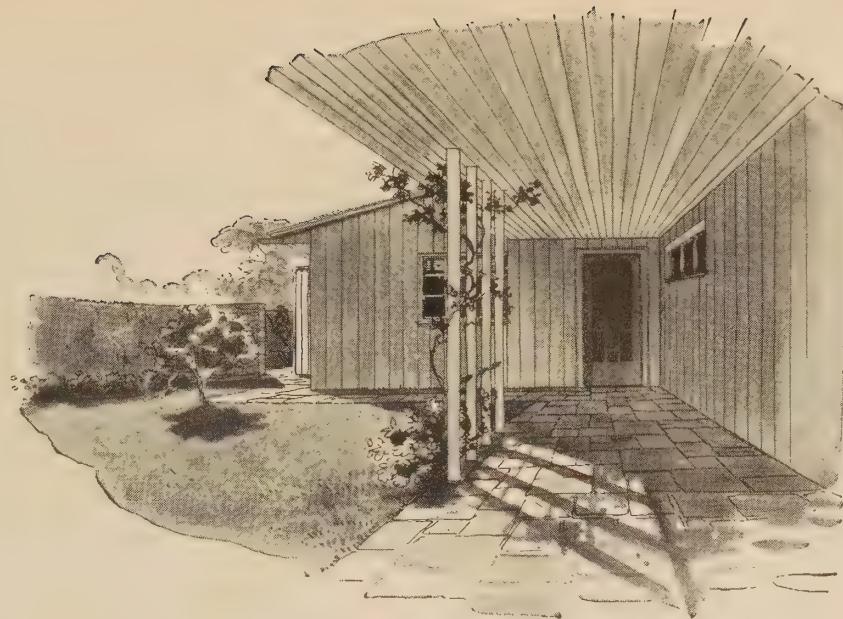
1,725 Square Feet

MINIMUM LOT WIDTH  
60 FEET

A house really can help reduce housework. By making it easier to do things and move around this house your time will go so much further. To begin with, it is just one step off the ground to save time and energy going indoors and out. This means that windows are close enough to the ground to wash without ladders, and storm windows and screens are so much easier to install and remove.

The kitchen, where most of a housekeeper's workday is spent, is close to the entry, handy for deliveries. You can easily see who is coming up the walk. You are only a few steps from the utility and laundry room and can enter the house directly from the garage. The basement has been eliminated in order to cut out extra walking, but a large utility room and garage will meet all your storage needs.

It's an unusually roomy house for the comparatively small lot it is placed on, but you have plenty of delightful outdoor living areas, only one short step removed from the house. They are handy to the center of the house, too. All the more reason that they will be actually used and that you can serve to them from the kitchen without a lot of extra effort.



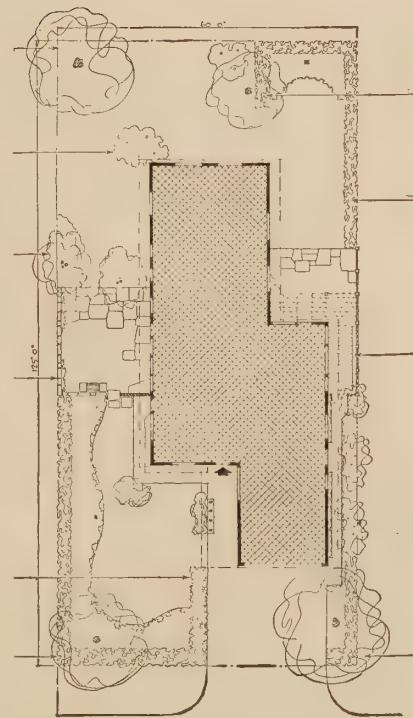
SKETCHES BY REINARES MENDEZ

No wonder America loves the ranch house. This house (upper left) embodies the same low, comfortable lines and rambling appearance that has made the ranch house popular. But distances within the house are actually short, and compact work areas make housework easy.

The dining and living areas of this house are placed in the center of the plan, near the street without being right out on it. This area is served by two outdoor terraces placed so that, morning and afternoon, you have a choice of sun or shade, whichever you prefer at any time.

This could be called a no-ladder house because everything is accessible from the ground. You do without excessive ladder climbing when the man of the house begins a usual repair job, because the roof lines are low and the house is just a short step above the ground level.

Malcom Duncan, Architect Jo Ray, Landscaping Architect



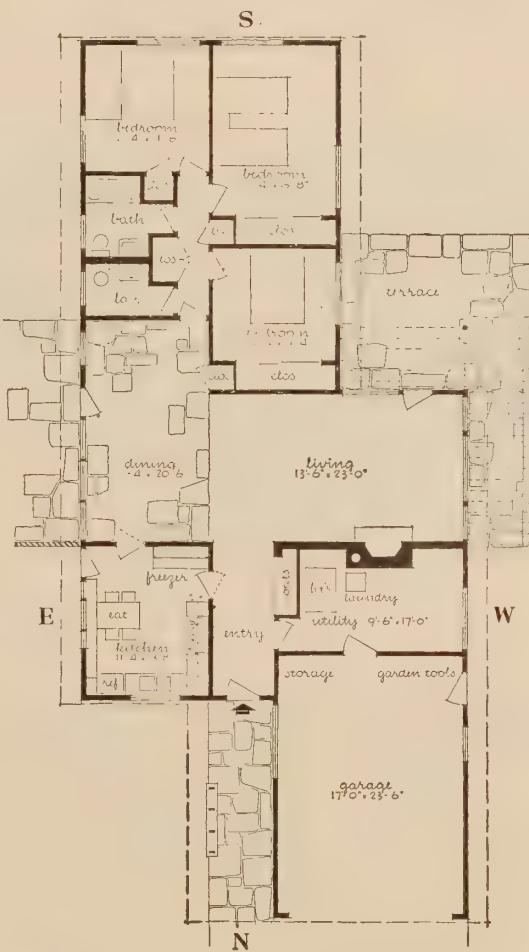
Planting bed and flowering tree terminate view at end of yard next to living room terrace.

High hedge screens yard from neighbors on west and frames terrace view.

Living room terrace is flagstone paved, continues beyond living room windows on west, screens sun, insures privacy from neighbors on the west.

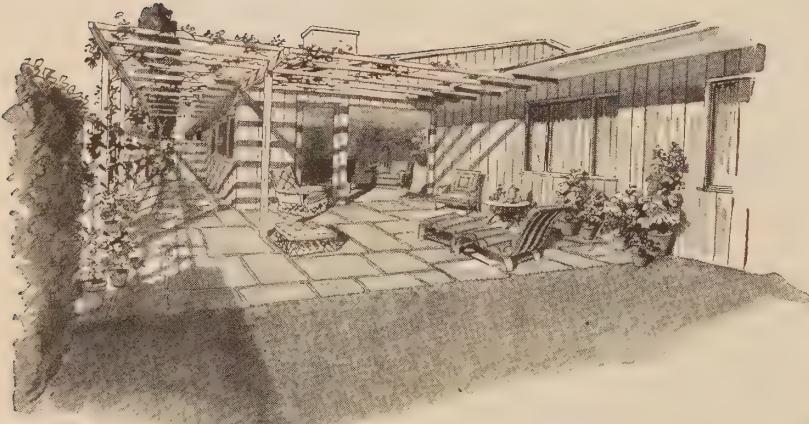
Walk continues from living room terrace to front of house and connects to garage door. To right of walk is a plant bed of ground cover and bulbs and groups of birch trees to define the property line along the west.

Paved motor court allows off-street parking.





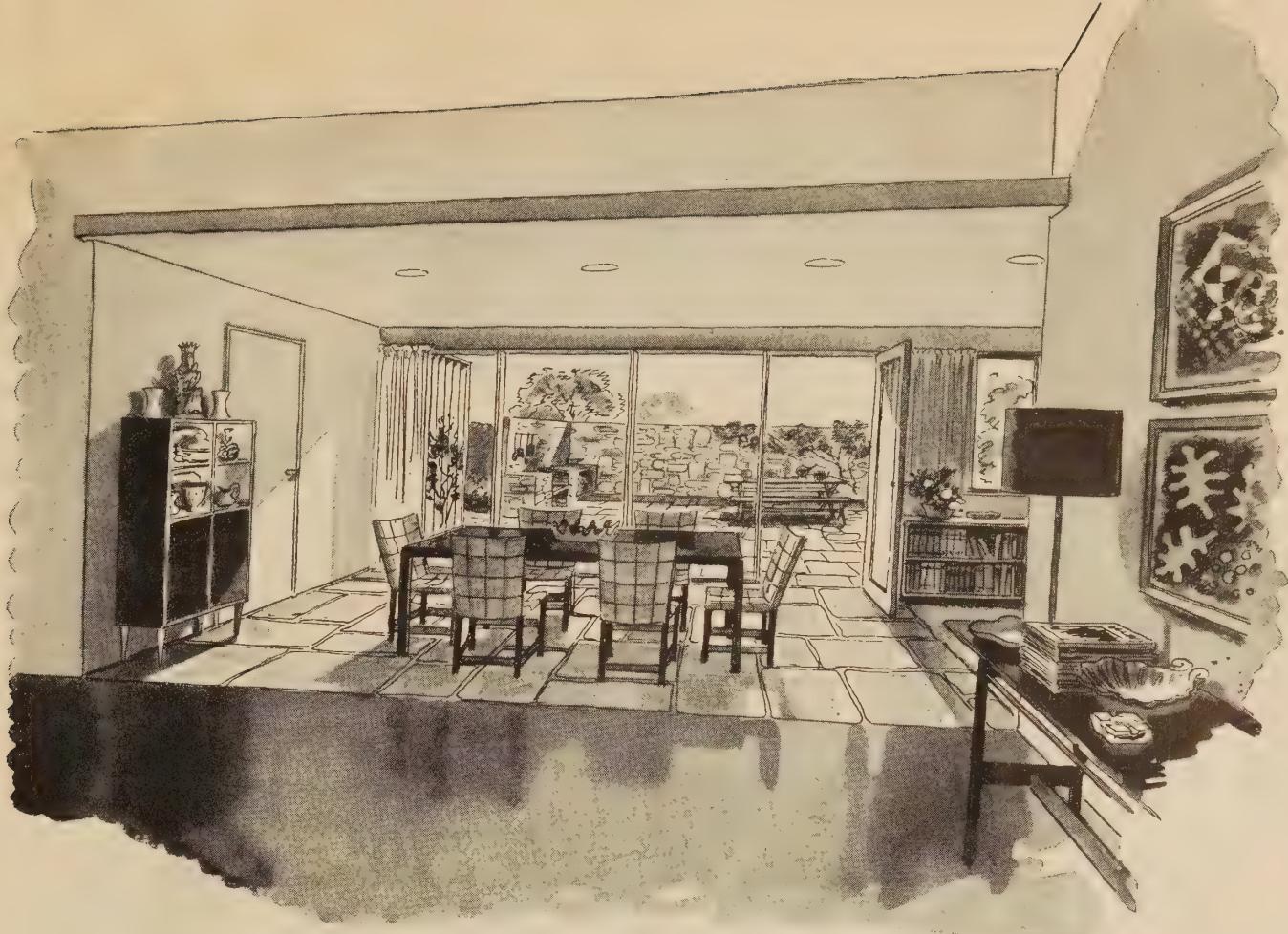
Living room is planned so furniture placement lets you enjoy fireplace or garden terrace. With no shift in furniture you can step outdoors, or when you want to you can sit comfortably about the fireplace. For easy maintenance, fireplace wall is constructed of easily-cared-for-brick.



The living room terrace (above) faces south and west. The sun is kept out in summer by a vine-covered trellis which also covers those windows at the end of the living room. During the winter you will receive plenty of needed sun through living room windows when trellis foliage is bare.

This pleasant little alcove (below) off the dining room is a handy little reading nook which can double for extra sleeping quarters as well. The door on the right leads to bedrooms. At the left is the door to the dining terrace, which features a place for outdoor living centered about the barbecue.





The dining room is a gracious extension of the living room and ties living-dining areas directly into both outdoor terraces. The flagstone of the terrace is brought into the dining room to form a sturdy splatter-proof floor surface which is treated with concrete hardener to prevent its dusting off.

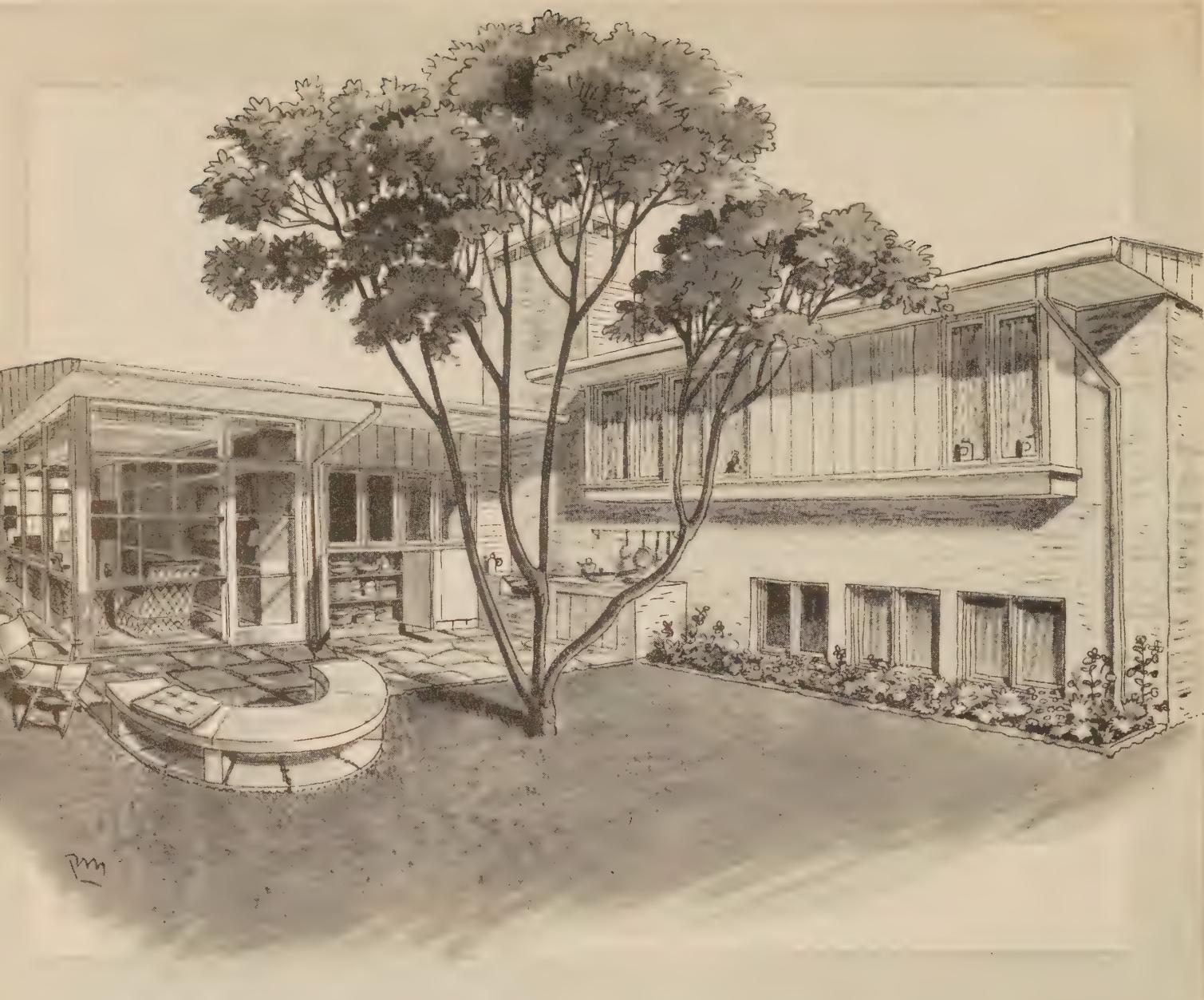


The kitchen (left) is carefully organized to help you make the most of every working hour and to enjoy it at the same time. There is plenty of room for table and chairs with a set of adjacent storage shelves for toaster, grills and other appliances so eating in kitchen will be pleasant.

# THIS PLAN GIVES A HELPING HAND TO HOUSEWORK



Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.



DRAWINGS BY R. MENDEZ

# This house is better because you get:

1. All the practical advantages of both one- and two-story houses.
2. More garden area than in one-story houses.
3. Bedroom privacy with half the stair climbing of two-story houses.
4. Sunny basement rooms with same foundation depth as one-story house.
5. All rooms a half story from kitchen center.

# READY-TO-BUILD **33** HOUSE NO. 33

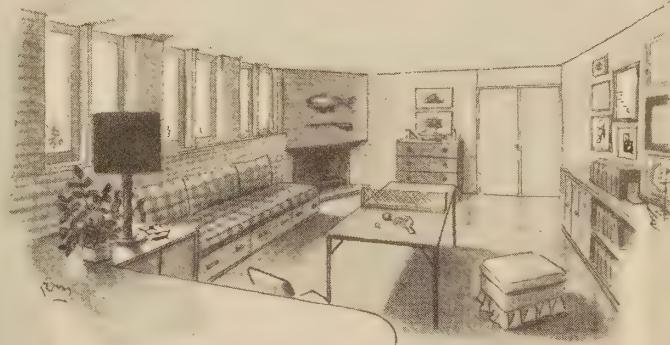
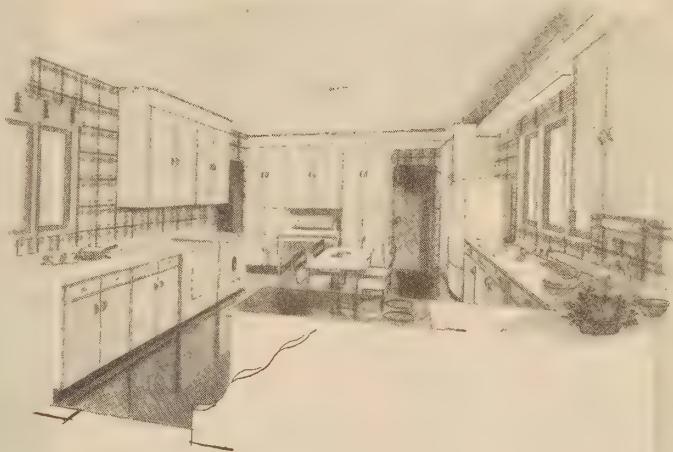
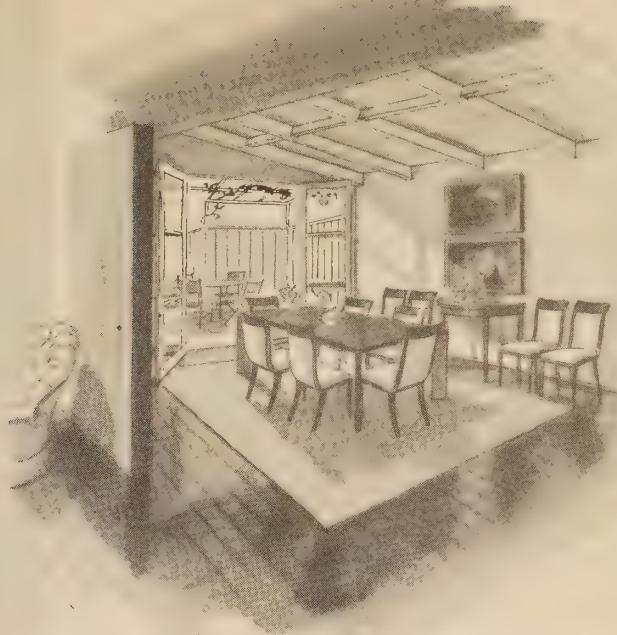
*Architect*

Edward Tauch

*Landscape Architect*

Maud Sargent

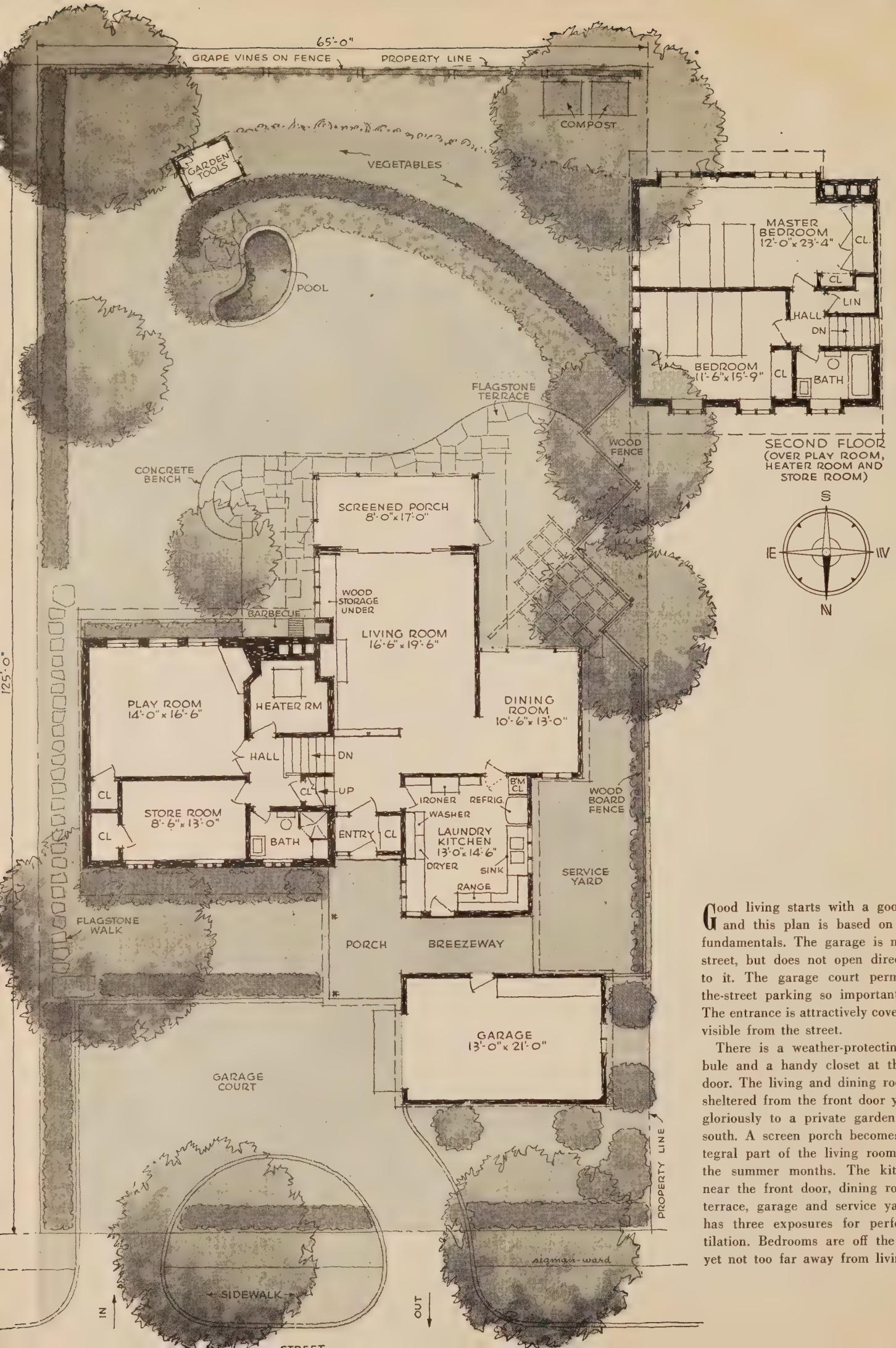
**W**ant a house that combines the advantages of both one- and two-story houses? Then study this one. By raising the bedrooms only a half level above the ground you gain privacy without excess walking, you have more garden area than if they were at first floor level, and then there is all that sunny usable part-basement area that can be so livable. Artist's drawing (bottom right) shows the basement room with its attractive corner fireplace. The kitchen, while being near the garage and front door, is still but a half level from all rooms instead of the full story usually encountered. The dining room (upper right) with an unusual, informal ceiling, opens off an attractive garden court at no sacrifice of privacy or nearness to the garden, which is shown in part on the opposite page. There you see the outdoor barbecue with built-in storage area (*Continued on page 57*)



## FACTS ABOUT THIS HOUSE

Minimum lot width: 65 feet. Street should be on north side of lot. Area of house is 2,340 square feet. Area of garage and porches is 870 square feet. Volume of house is 20,900 cubic feet. Volume of porches and garage is 7,900 cubic feet. Multiply these figures by local square-foot or cubic-foot costs to get approximately cost of house. For outside areas (porches, garage) multiply by one-half the local cost figure.

See page 34 for information on how to get plans and specifications.



Good living starts with a good plan, and this plan is based on correct fundamentals. The garage is near the street, but does not open directly out to it. The garage court permits off-the-street parking so important today. The entrance is attractively covered and visible from the street.

There is a weather-protecting vestibule and a handy closet at the front door. The living and dining rooms are sheltered from the front door yet open gloriously to a private garden on the south. A screen porch becomes an integral part of the living room during the summer months. The kitchen is near the front door, dining room and terrace, garage and service yard, and has three exposures for perfect ventilation. Bedrooms are off the ground yet not too far away from living area.

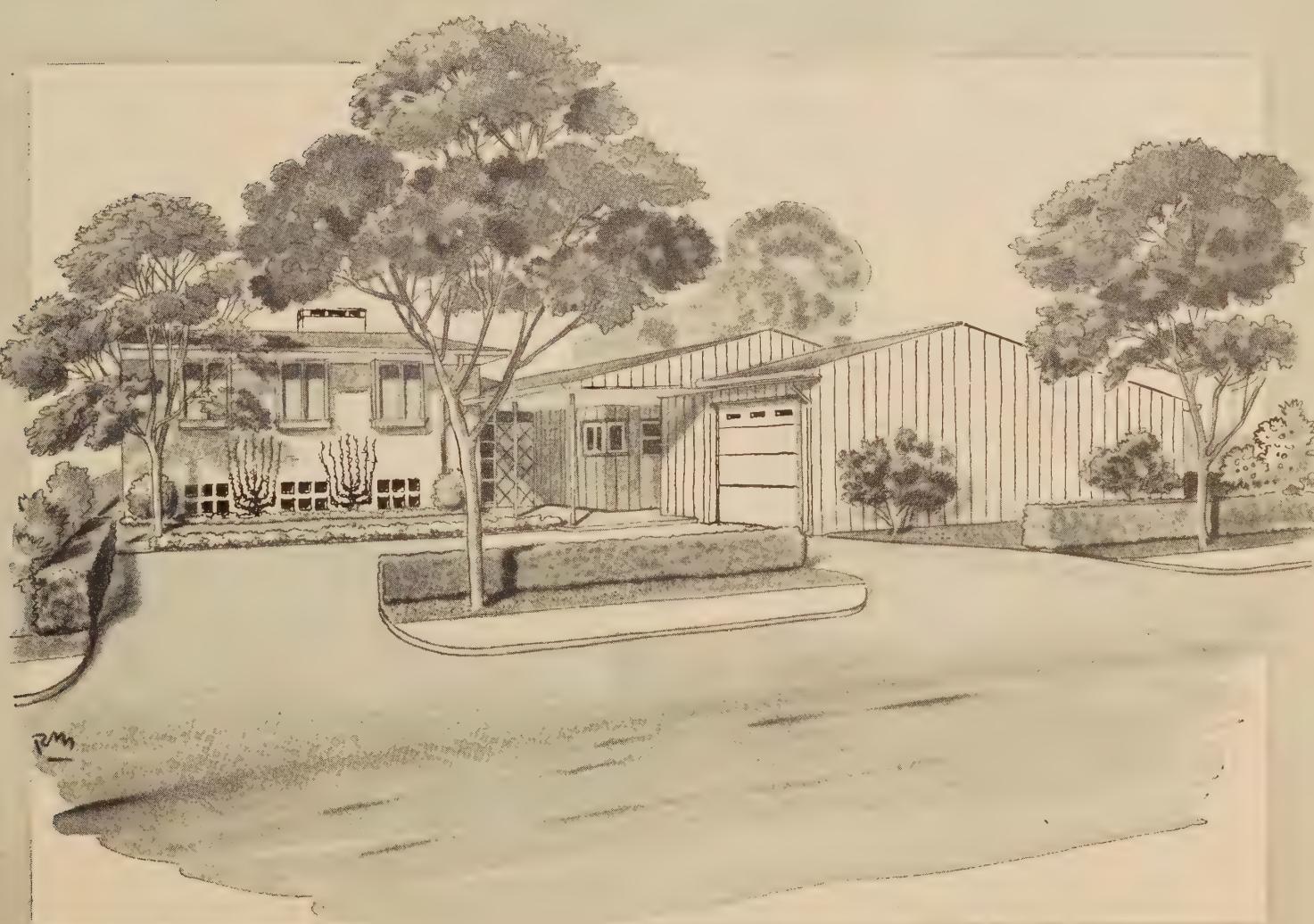
(Continued from page 55) and the adjacent seat.

A house that is designed properly looks attractive from any side. This house takes advantage of its orientation to place living and dining areas to the rear and then extends living areas out into the garden. Sketch at right shows dining terrace off the dining room. It is thoughtfully screened from neighbors on the west by a fence of vertical boards and covered with a trellis for vines. This delightful screened area will permit you to be outdoors many more days during the year because it traps the southern sun for you while keeping north winds away. It was designed by both the architect and landscape architect and is completely detailed so that you can build it exactly as shown in the artist's sketch.

The architect has designed the house (see below) from the front so that the higher portion containing the bedrooms is away from street noises. Kitchen and garage wings step down progressively toward the street to give the house that informal character so desired in our houses (Continued on next page)



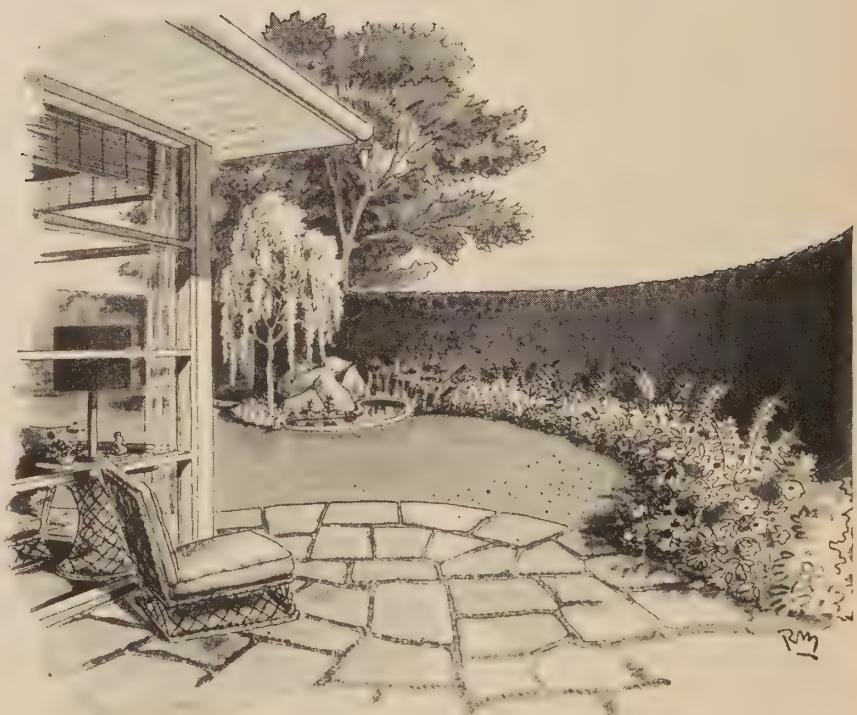
**Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 and 35 for details.**





*(Continued from preceding page)* today. The living room, above, provides ample space for a comfortable seating group around the fireplace, with enough to spare for a large piano and secondary seating around the windows to the garden. The storage space under the high windows to the right of the living room contains wood bin which is filled from the outside. The bookcase behind the sofa protects the living room from being seen from the entrance. Important, too, is that wall spaces are generous and unbroken for best furniture arrangement and picture display.

The rear garden, right, is bounded on the back by a hedge terminating in a pool and rock grouping. Behind the hedge, out of sight, is the business end of your garden. Here are provisions for vegetables, grapes, tools, and compost.



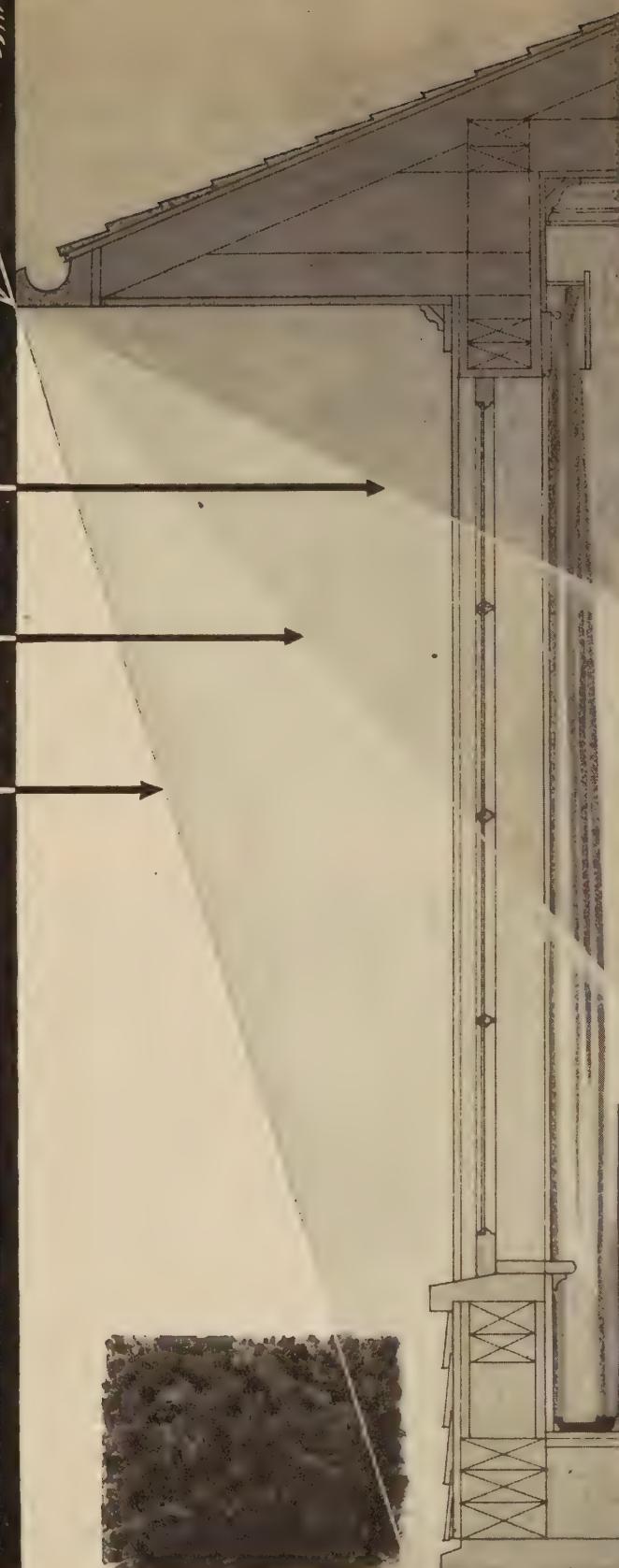
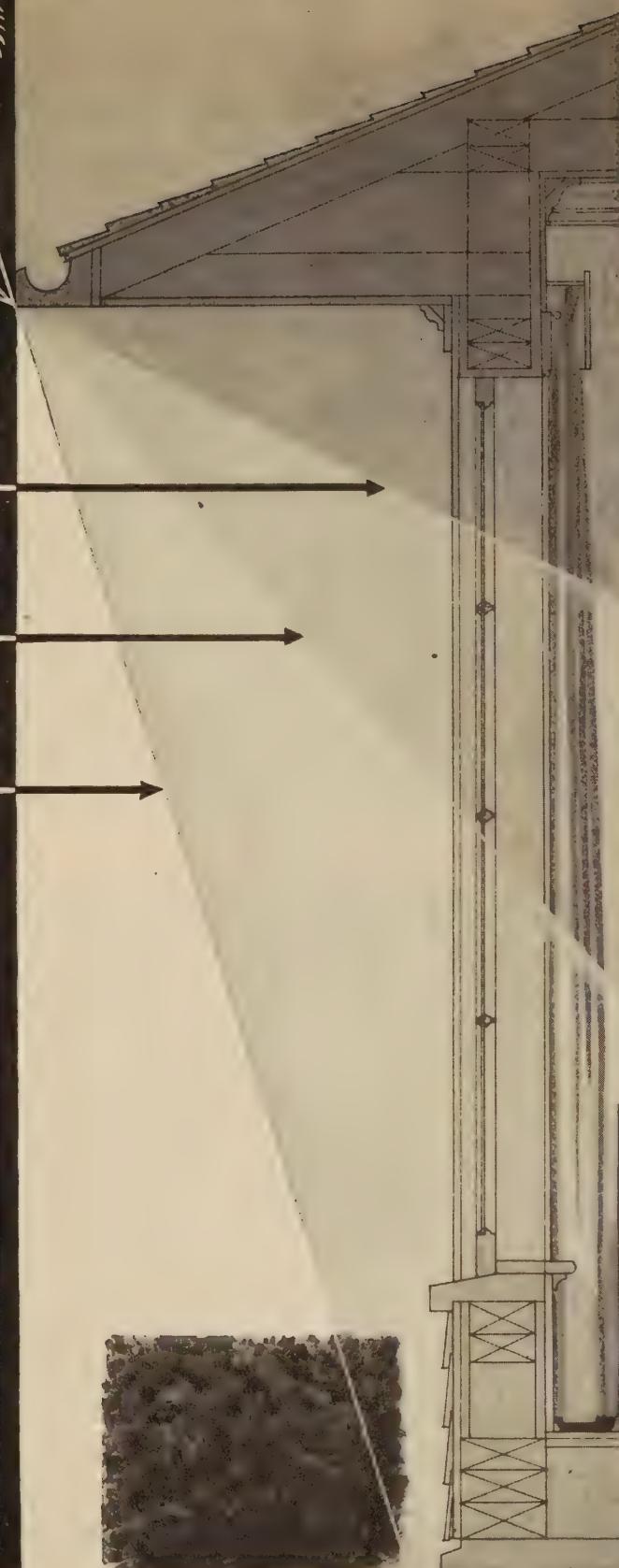
HOUSE BEAUTIFUL'S

# HOME PLANNER'S STUDY COURSE

LOWEST PATH OF SUN  
ON DECEMBER 21ST

MEDIUM-HIGH PATH OF  
SUN ON MARCH 21ST  
AND SEPTEMBER 21ST

HIGHEST PATH OF SUN  
ON JUNE 21ST



DRAWING BY HARRIE WOOD

## DID YOU KNOW . . .

that the heat of the sun can help heat your house in winter?

Elizabeth Gordon, Editor of *House Beautiful*, introduces to you the benefits of "solar radiation," a home-planning science which she has personally tested and found good for the past eight years. You'll probably want to use solar heat, as an auxiliary to the regular heating, in your own new home. So, on these seven pages, you will find the facts that will determine the designing and planning of your "solar" house

**NOON, SUN TIME  
DECEMBER 21**

Here are winter and summer pictures, showing the inside and outside of a house designed to use the heat of the sun. To understand properly the two top photographs, try to pretend that you are the sun, and that your rays are falling on the house from a point that is a little east of south when this picture was taken. Notice how many windows there are for your rays to shine into, from the south quarter of the compass. The two-story window in corner (which is the stairwell) faces a little west of south, direction from which winter sun gives off most heat



**NOON, SUN TIME  
DECEMBER 21**

This picture shows how sun shines fully into a room planned for solar radiation. (This is the room you look into through the doors beside the chimney, in photo above.) The opening at right of this room is 9' wide by 8' high, letting the sun shine clear across the 18' width of room, way into curved bay on north side. (Had it not been for a 100-mile view to the north, so much glass would not have been planned for that exposure.) Another 6' x 8' opening occurs on a southwest wall of this room, to bring in late afternoon winter sun, when heat value is greatest



PHOTOGRAPHS ON THIS PAGE BY ROBERT DAMORA

**Sunlight is heat— IF you capture it**

**Properly designed windows, properly oriented to sun, can be a positive source of winter heat, shutting your heating plant off for four to six hours a day in zero weather. Besides fuel savings, benefits include cheerier, brighter rooms**

JULIUS GREGORY, ARCHITECT



## NOON, SUN TIME

JUNE 21

On this date the sun travels highest in sky of any time in year. As a result roof overhang casts a shadow on all windows, except group on ground at right. Owners use trellis of wisteria there to create summer shadow for these windows. Since wisteria drops leaves in winter, full sun shines here. Large windows are glazed with "Thermopane," a double insulating glass. All moving windows are Andersen's horizontal-gliding sash, with storm sash that can be left on year round (without preventing opening of windows), as great a boon in hot as cold weather.



PHOTOGRAPHS ON THIS PAGE BY MAYNARD L. PARKER

## NOON, SUN TIME

JUNE 21

Only a tiny sliver of sun enters this room on the day of the summer solstice. (Note arrow.) Shade is created by overhang outside, to be seen at right of chimney, above. The whole key to harnessing the sun for comfort is the fact that it travels high in summer, low in winter. Overhangs of proper width, over glass openings of proper size, constitute the whole system. If such glass areas are double glazed, it reduces heat lost at night to such a low point that heat gained by day more than offsets the loss. Contrary to popular notion, big windows, planned right, save fuel.

For eight years the heat of the sun has been helping to heat my house in the wintertime. I have been equally successful in keeping that same sun heat from making my house too hot in summertime.

I have proved, to my own satisfaction, that home builders of the future can successfully harness one of nature's most powerful elements to make their homes more comfortable—even in rigorous climates.

What I have done can be done by anyone building a

new house. There are already, in the United States, several hundred "solar" houses. The personal experiences of these owners, plus much scientific research, is establishing the best design and construction practices for you to use in your own house.

These practices boil down to this: if you have large, double-glazed windows, properly placed on the south and properly shaded by overhangs, your house will be easier to heat in winter, cooler in summer.

*Home Planner's Study Course*

HOUSE BEAUTIFUL'S

## FACTS I WAGER YOU DON'T KNOW ABOUT SOLAR MECHANICS

- The leading authority on the habits of the sun as an auxiliary to your heating plant, Henry Nicholls Wright, has boiled down six major facts about *why* all this is true. In simple terms, without any "B.T.U.'s," he tells you the truths you'll want to know to apply this new science to your own new house:
- "Everyone has observed the common phenomenon that the rays of the sun warm your body, even on cool days. This is due to the radiant energy of the sun, which travels across space, partly in the form of radiant heat (like the heat from an electric bathroom heater) and partly as light, and is absorbed



by your skin. It is this *instantaneous* solar heat which keeps you warm on a cool day in bright sunshine, and often enables skiers to strip to the waist, despite the fact that the air around them is freezing cold.

- "One way in which solar heat can help you to be comfortable inside your house in the wintertime is by warming your body in this way. There is, however, another and more important way—a way which raises the air temperature within the house and cuts fuel bills. When the sun's rays entering through a window strike the wall or floor, they are absorbed, warming the surface slightly. The wall or floor, in turn, gives off this heat to the air, raising its temperature. All of the solar energy which enters your house is converted in this way into useful heat.

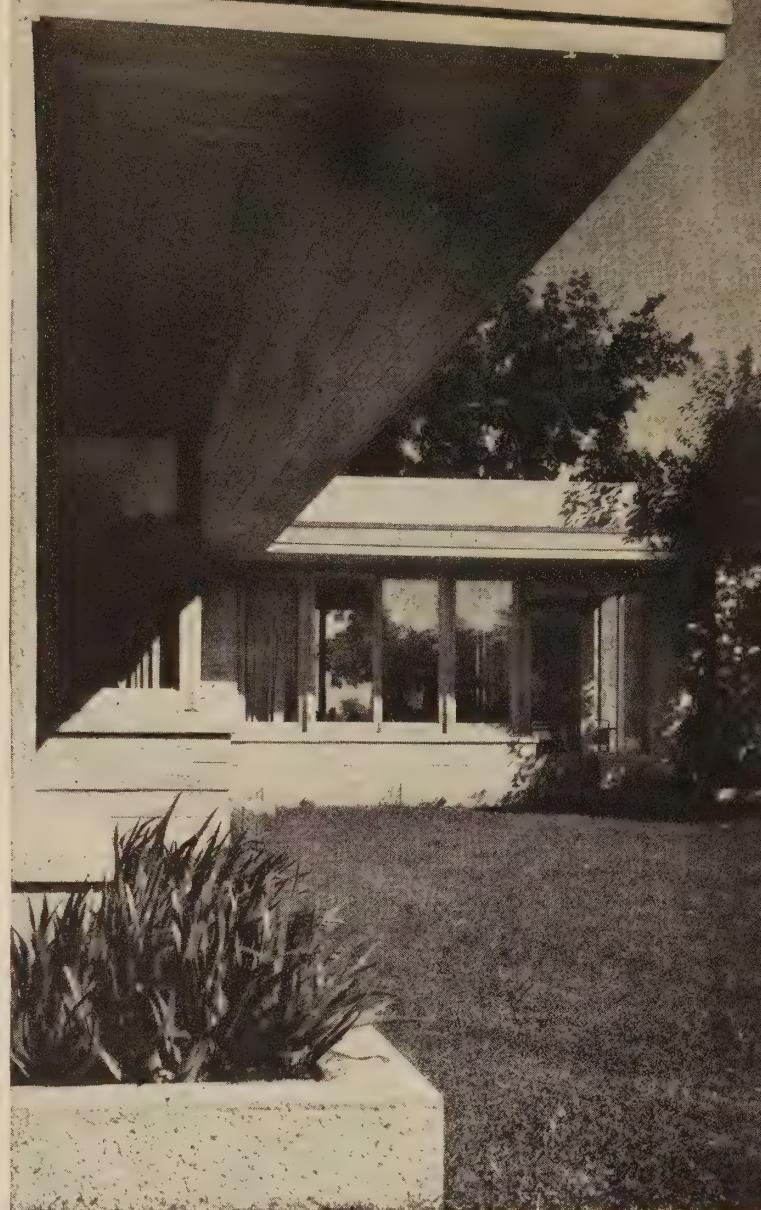
- "The solar radiation on a south wall is about five times as great in the winter as in the summer.

- "The wall which receives the most heat in the summer faces west-north-west, and it receives six times more in the summer than the winter. Consequently, openings on this wall should be protected by such insulating devices as awnings, "Koolshade" (insulating screening), shutters or storm windows, or glazed with heat-absorbent plate glass.

- "In addition to orienting your house for solar radiation, you must also do it with an eye on the prevailing winter and summer winds. This often produces complications, but *a good plan takes everything into consideration*.

- "The percentage of sunshiny days in winter is likely to be nearly as large as in the summer. Thus, the practicability of designing houses to use the heat in sunlight!

- "The difference in the amount of radiant heat in the sun, in winter and summer, is due to the angle at which the rays hit your windows. They strike more obliquely in summer, hence are cooler in summer." (See page 59)



A dramatic example of the strong shadows created by a roof overhang on a bright, sunny, summer day. Just as the leaves of a tree make shade and a cool spot, so can man-made shade keep down temperatures in your house

## Summer protector against Solar Heat is the ROOF OVERHANG

Roof overhangs are not new. Frank Lloyd Wright was designing them in 1893, and *House Beautiful* started showing them in 1897. But only within the last few years have they been designed in relation to height of sun in the various seasons and latitudes

HOME OF MR. AND MRS. WALTER KOHLER, JR., KOHLER, WISC.

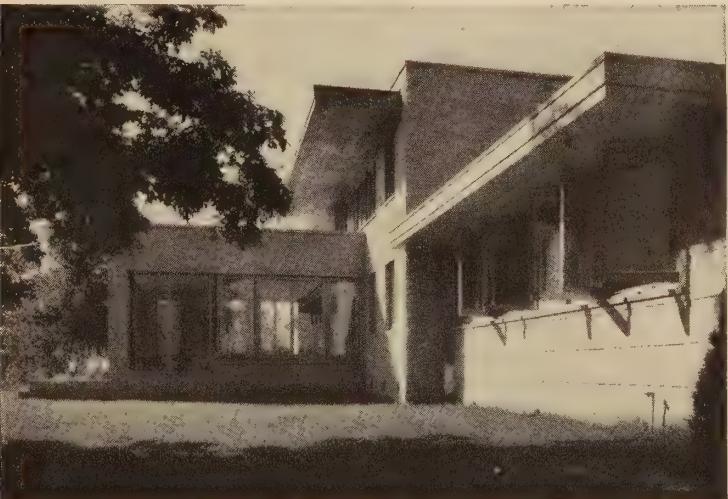


This house, built nearly 12 years ago, has proved completely satisfactory to the owners. Designed by Architect William Deknatel, a student of Frank Lloyd Wright, this house has had considerable influence on subsequent solar houses



Difficulty of creating an overhang for the ground floor in a two-story house has led some architects to theory that solar houses should always be one story. My experience has been contrary to this.

HEDRICH-BLESSING PHOTOGRAPHS



All the fine planning to achieve summer shade and coolness can be defeated if a light-colored, smooth (therefore reflective) terrace occurs outside a solar window, causing sun's rays to be reflected into room, creating great heat and glare

## WHAT STYLE OF ARCHITECTURE

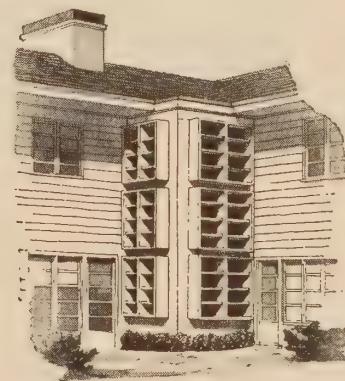
### CAN USE SOLAR WINDOWS?

• My answer to that is: any kind of architecture. Though most of the solar houses built to date have been Modern, it is really a matter of coincidence. People who like Modern architecture are most interested in the function of the house, and are willing to let the form be dictated entirely by the function. But the requirements of solar designing call for large windows and roof overhangs only on south walls. Obviously these requirements can be incorporated into a variety of styles.



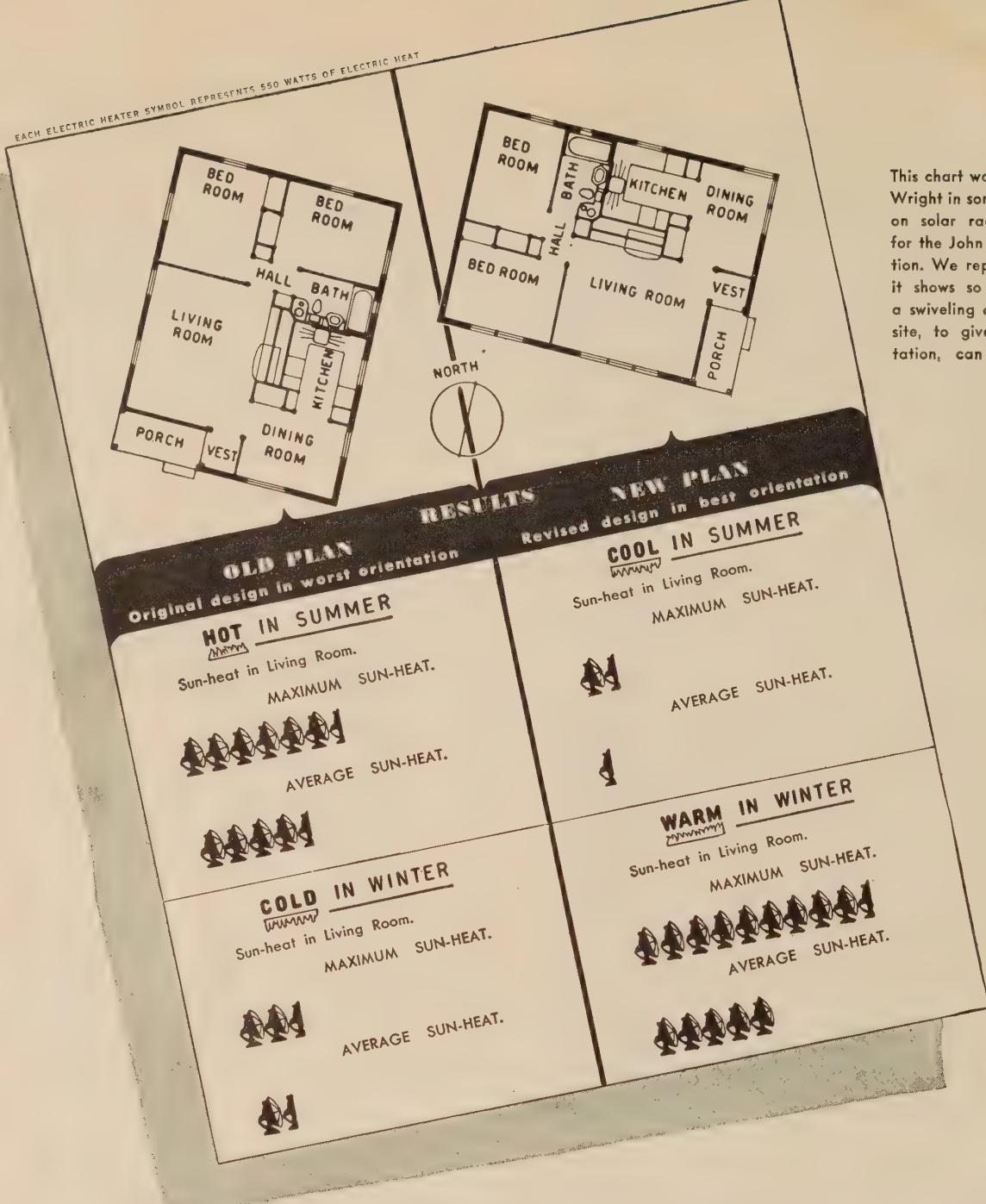
• In fact, the trend of current architectural tastes, everywhere in America, is to ask for more and bigger windows in styles of all periods. Even the Cape Cod houses, built in recent years, have blossomed with 6' x 8' bays, indicating that our worship of the authentic is being tempered by contemporary thinking.

• The house plan shown on page ten of this book is designed to use solar heat. (A left-wing Modernist claims our Modern version, shown above, of the house you saw on pages 60 and 61 should be called "Compromise



Modern.) However a clever architect can give his client both solar heating and the style of his heart's desire.

• In fact, thoughtful, inventive architectural designing can even do away with the roof overhang, as we prove in the sketch above. Architect Julius Gregory solved the problem of creating shade on the two-story solar window, above, where no roof overhang could do the job, by inventing louvred frames, which would hook on the window exteriors—in the summer only.



This chart was made by Henry Wright in some research he did on solar radiation in houses for the John B. Pierce Foundation. We reproduce it here as it shows so graphically what a swiveling of the plan on the site, to give a better orientation, can do for comfort

## What a big difference a little RE-ORIENTING makes

**Proving once again that it's the little things that count, we ask you to study the great benefits in winter and summer wrought by two tiny changes**

The funny thing about using the heat of the sun is that it is so simple to do, and makes so little demand on the house plan. If you can't believe it, study the story of right and wrong orientation shown above.

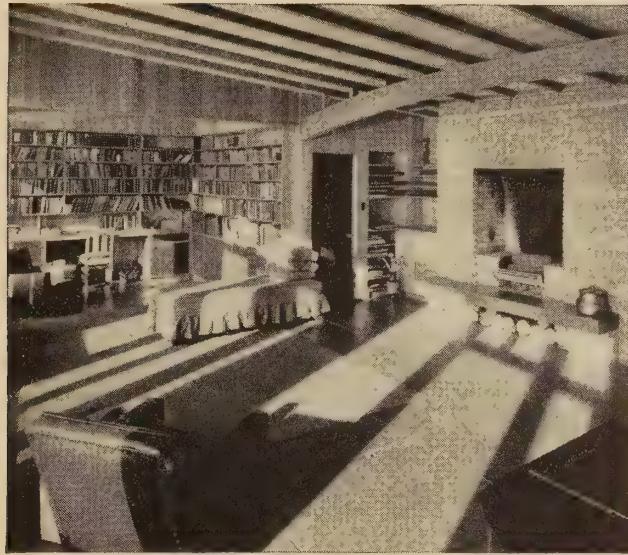
It shows the same plan in two different placements in relation to the sun. The bad orientation causes the house to be hot in summer and cold in winter. The best orientation causes the house to be cool in summer and warm in

winter. Certain changes were made in the windows of the well-oriented house. An extra window was added to the living room and all were grouped together. A window was added to the dining room, and they were ranged around the corner to let the early morning sun stream into the dining room and kitchen. The west wall in the bedrooms had their windows removed entirely, since the west is a source of much heat in summer and little in winter.

Here is the difference these small changes made: *the average summer sun-heat in the old plan was nine times greater than in the new plan. The average winter sun heat was four times the sun heat in the old plan.*

# This guinea pig house proved that <sup>properly-oriented</sup> LARGE WINDOWS CAN SAVE FUEL

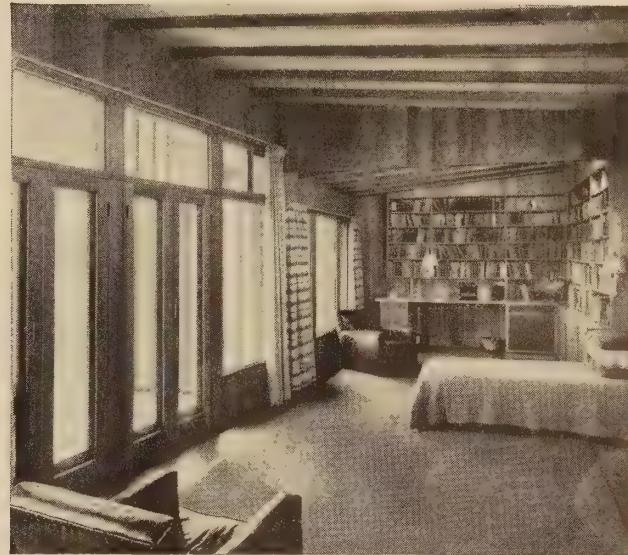
HEDRICH-BLESSING STUDIO



This photograph was made in the living room of Mr. and Mrs. Hugh Duncan, of Homewood, Illinois, a suburb of Chicago. The picture was taken at noon on December 21st. Note that the sun shines not only across the floor, but partially up opposite wall. Pleasant, isn't it?

It has long been accepted that windows are weak spots, from a fuel-saving point of view. But we are going to have to revise our thinking to allow for an exception—the exception being southern windows.

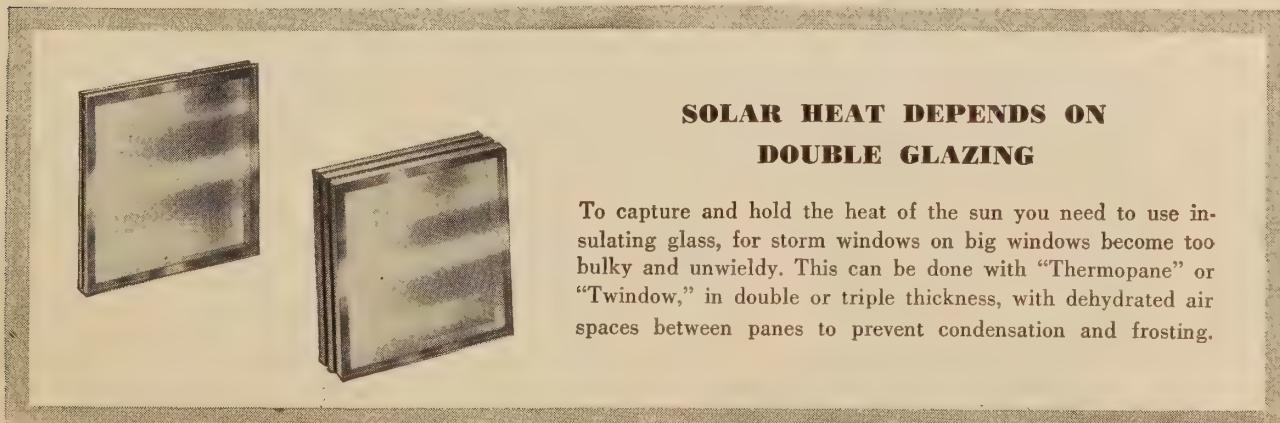
Under the sponsorship of the Illinois Institute of Technology, the solar house shown on this page has been under test over a period of years to prove just how much heat is gained by day, and how much lost by night. Their findings indicate that more heat may be gained than lost. The large windows properly face the south and are double glazed. But no one can measure the psychological comfort of sitting in the sunshine on a cold winter day. It has a value which cannot be measured in dollars and cents.



This is the Duncans' living room at noon on June 21st. Not a flicker of sunshine is to be seen anywhere. Everything is completely in shade. (Which is why it is a less interesting photograph.) The Duncans like their house—its outdoor quality, the basking in the sunshine



The southern façade of the Duncans' house as it looked on a summer's day. Note that the overhangs are achieved by two different methods, a pitched roof and a shed roof. These are only two of several ways to create window shade. This house was designed by George Fred Keck



## SOLAR HEAT DEPENDS ON DOUBLE GLAZING

To capture and hold the heat of the sun you need to use insulating glass, for storm windows on big windows become too bulky and unwieldy. This can be done with "Thermopane" or "Twindow," in double or triple thickness, with dehydrated air spaces between panes to prevent condensation and frosting.

# The house most everyone likes

## —and WHY they like it

**Because** it has the engaging charm of traditional architecture.

**Because** it has the performance of Modern.

**Because** it has an all-purpose room that can function many ways—as a guest room, sewing room, in-laws' room, children's playroom, a library or study, adult recreation room.

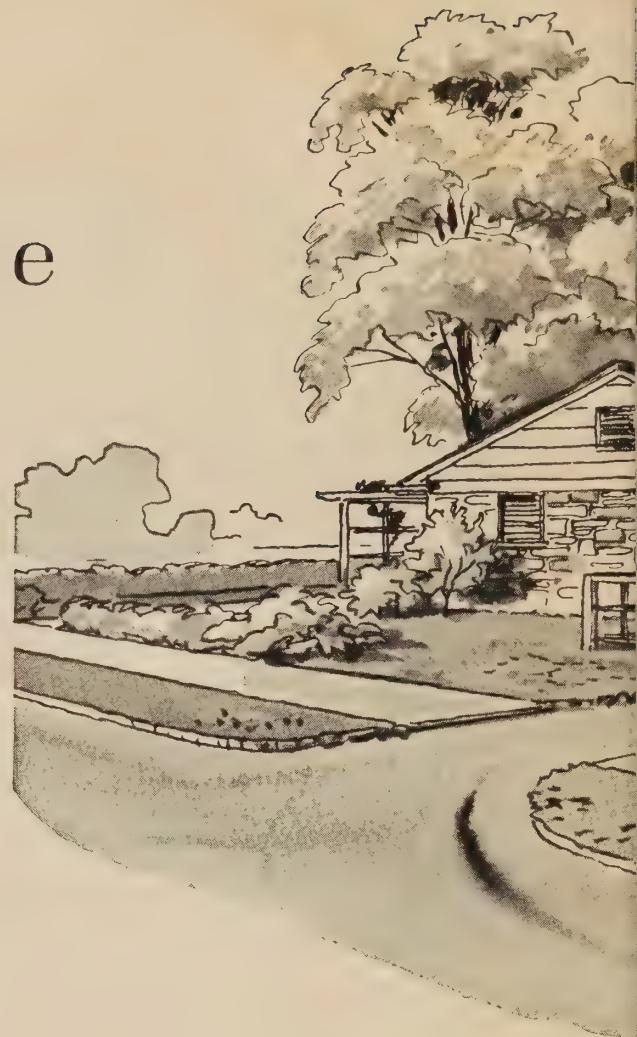
**Because** it has a wonderfully important and dignified fireplace wall.

**Because** the living room permits wonderful furniture grouping.

**Because** there is eating space in the kitchen.

**Because** there is a commodious utility room housing a full quota of practical laundry equipment.

**Because** there is privacy for outdoor living, as well as a fall and winter sun trap.



## READY-TO-BUILD **34** HOUSE NO.

1,713 sq. ft. of living area. 418 sq. ft. in the garage. Multiply these figures by your prevailing local square foot costs to arrive at the approximate cost in your city.

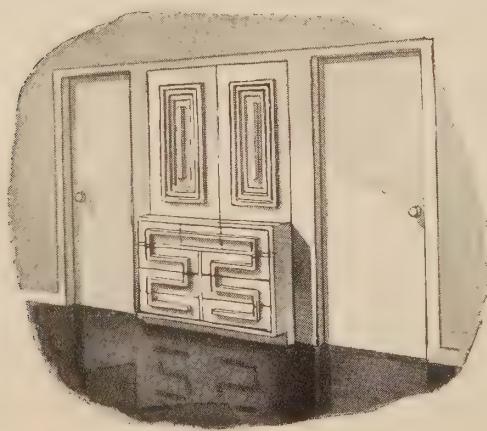
Minimum lot width—80 feet. North should be on the street side of the lot in order to provide proper orientation for sun and privacy, if this plan is to work as it was planned.

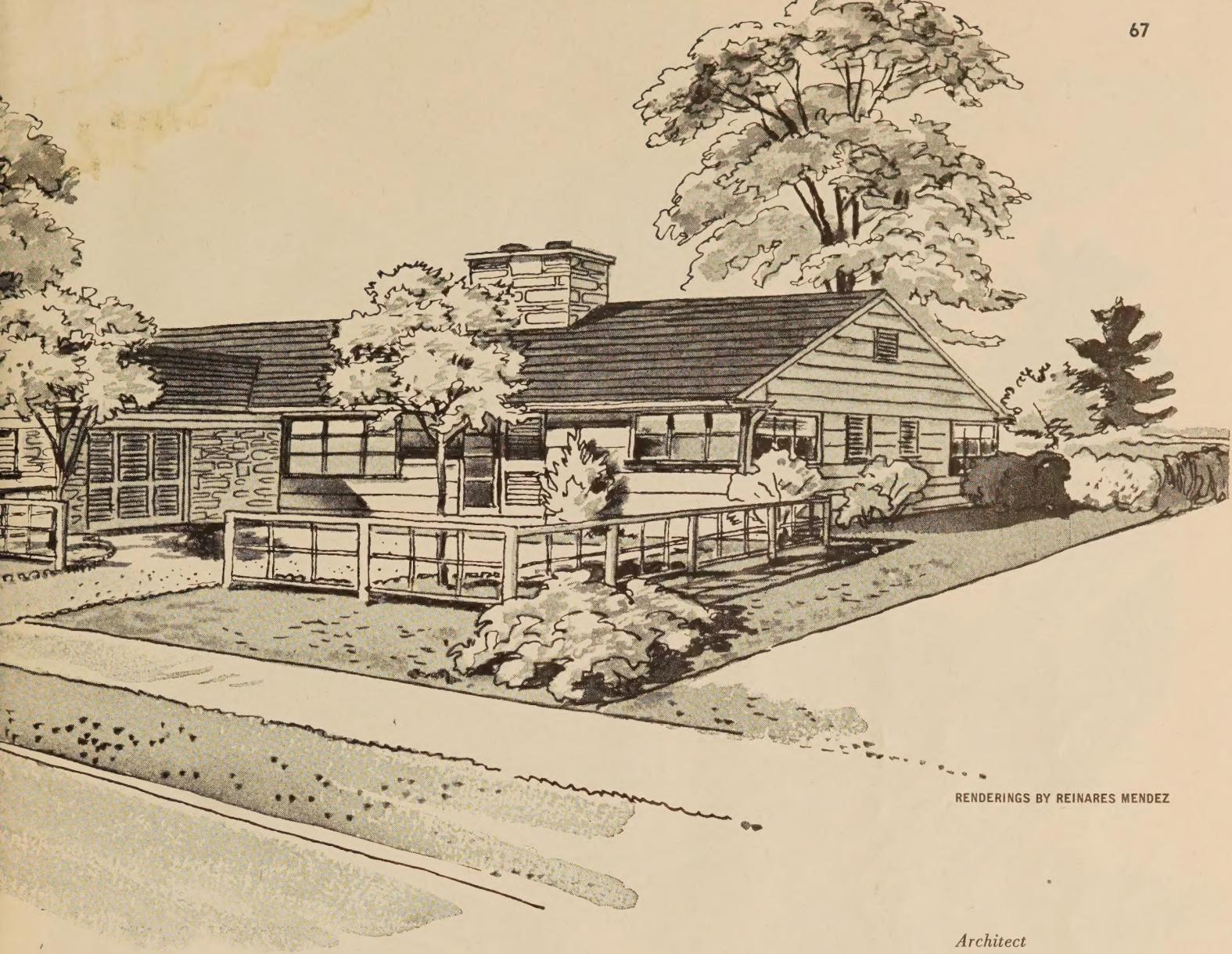
**W**hat makes a house plan popular? Just what are the common-denominator elements which cause one house to be as popular as a sweater girl, and another house, with more intrinsic merit, to be given the go-by?

The answer is Looks. But *HOUSE BEAUTIFUL* doesn't think good looks are enough. They are a snare and a delusion—if they cover an obsolete and inconvenient plan.

These ready-to-build plans have the kind of good looks that are much in vogue in the year 1950, but also a great deal more than looks. They have most of the functional assets that distinguish the better houses of this decade.

Because you see many houses being built that look like those built before the war, don't assume that house planning has stood still. Don't be one of the thousands of people who will discover, too late, their new house was obsolete before they moved into it.

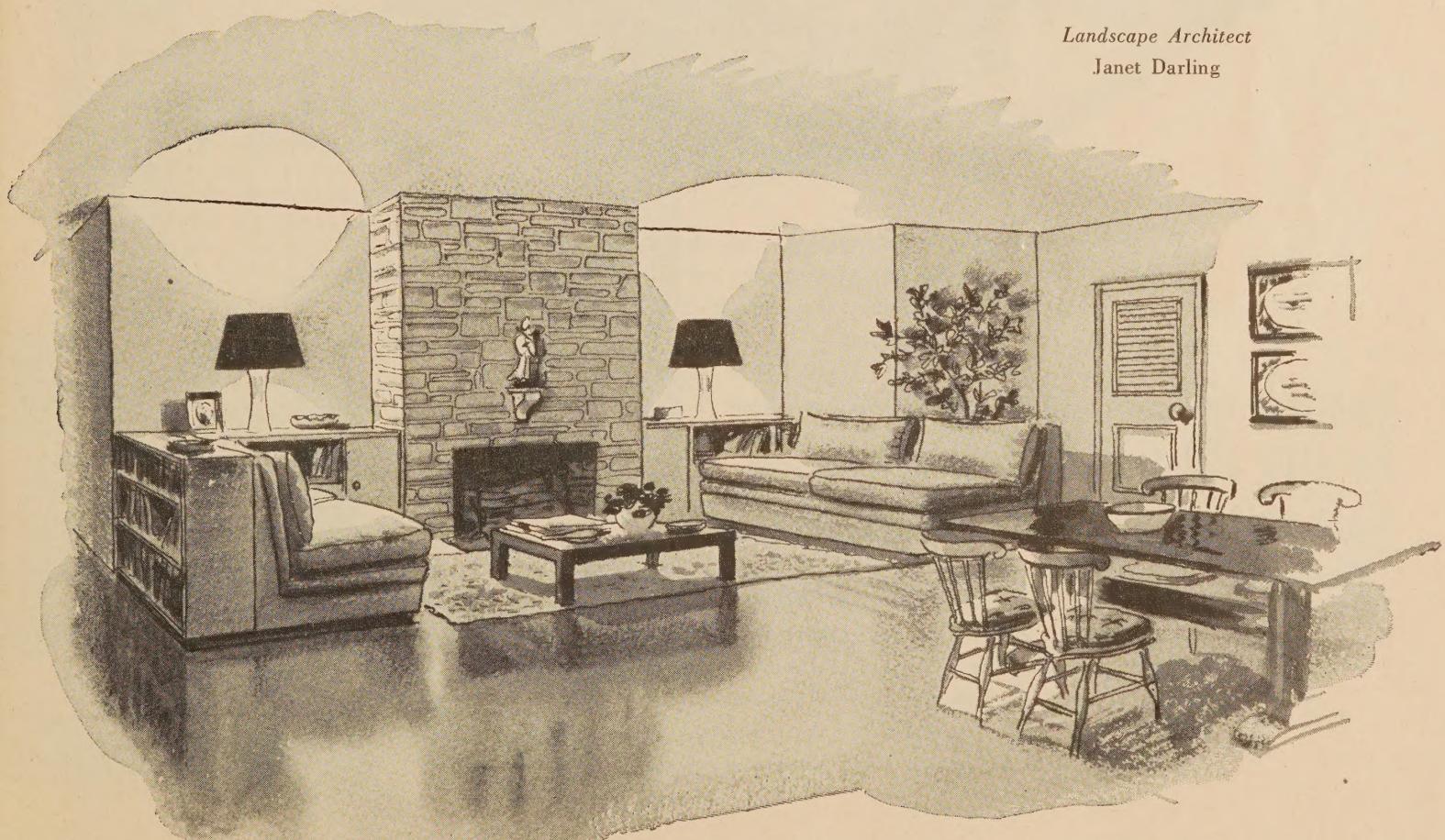




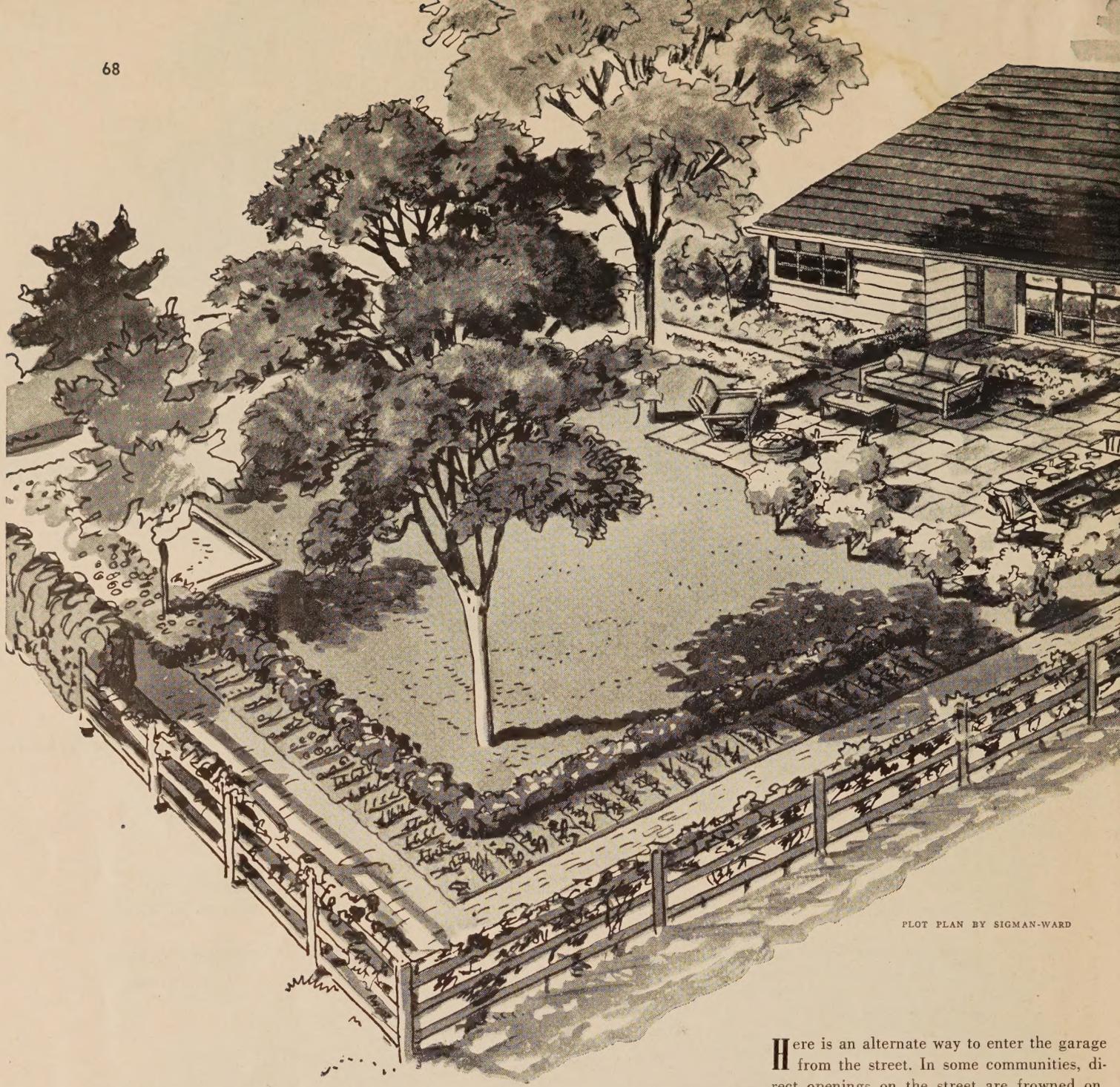
RENDERINGS BY REINARES MENDEZ

*Architect*  
Bertram A. Webster

*Landscape Architect*  
Janet Darling



REINARES MENDEZ



PLOT PLAN BY SIGMAN-WARD

The average house plan is, unfortunately, only shelter. It keeps out weather, in a fine fashion of course. But it is more a preventive kind of instrument than a positive one and adds little to your living pleasure.

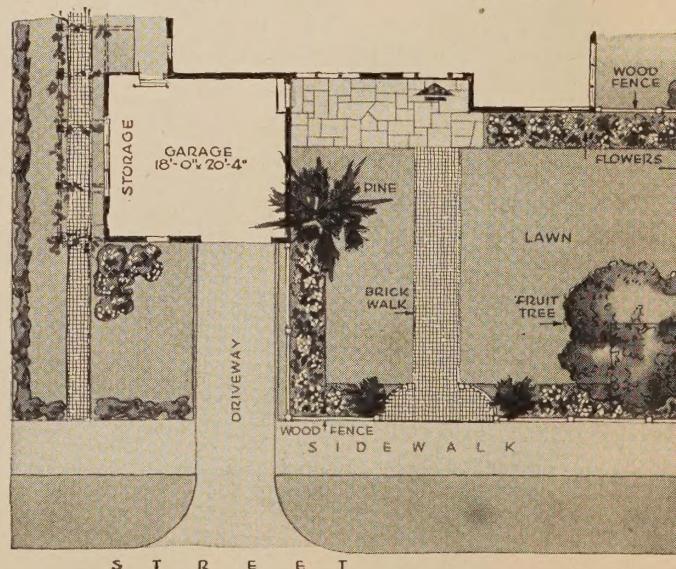
But a house *can be* a device to produce more benefits than weather protection. It can be an implement to produce prestige, to create pride in the eyes of your children, to produce aesthetic satisfaction.

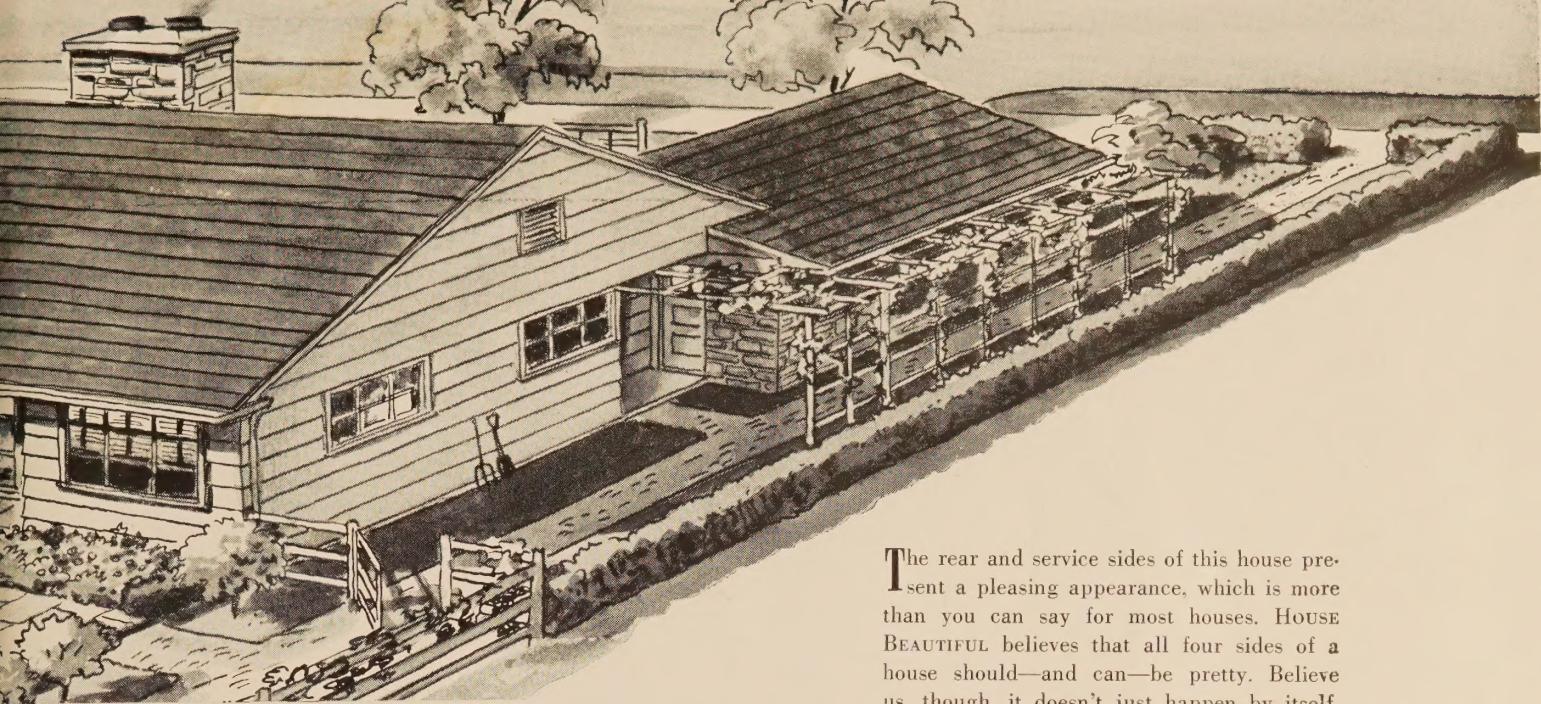
But none of this will happen if your house is average in design and performance. *Your* house needs to have "a little more of everything," needs to be ahead of the pack.

This ready-to-build house has these characteristics. It is not a house to startle your conservative friends or to worry the bank about its loan risk. But it won't stamp you with the curse of "average." And it won't become obsolete on your hands before you've finished the mortgage.

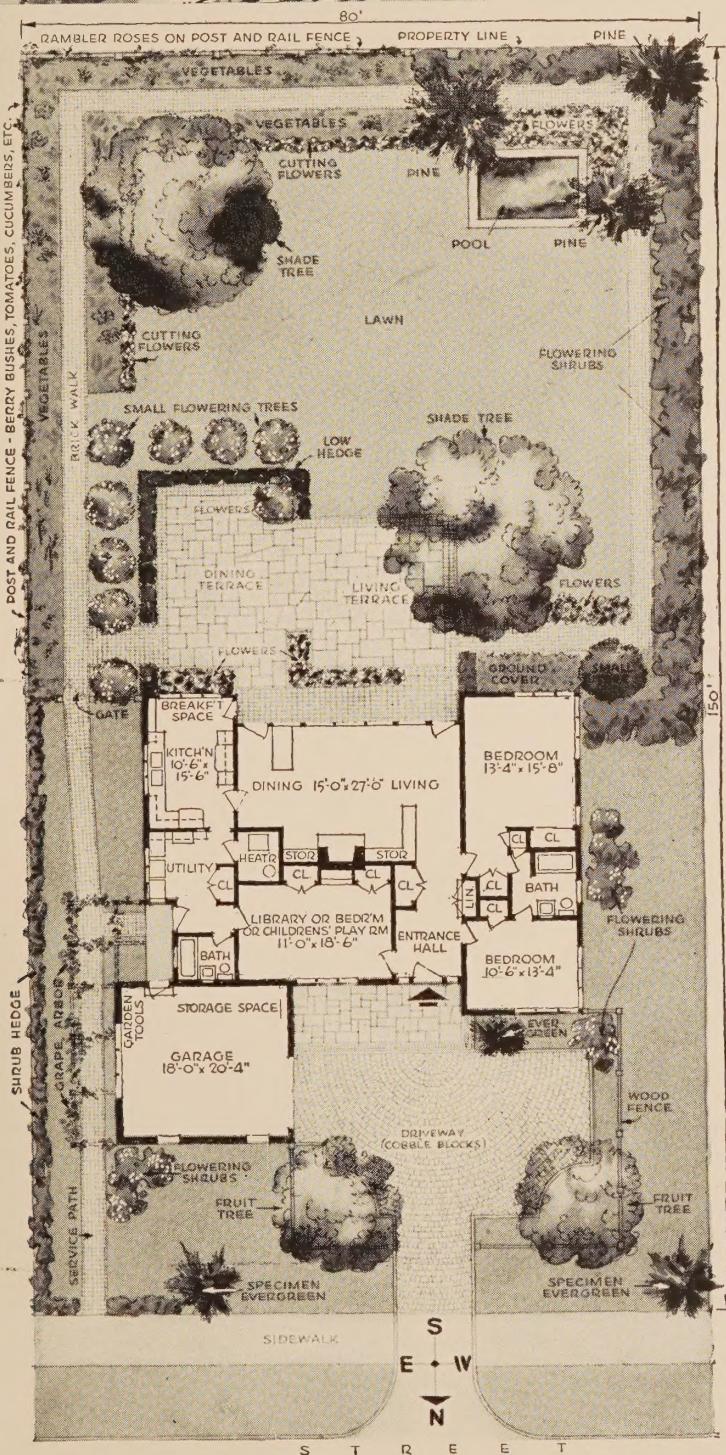
Study it well to see how it could better your living.

Here is an alternate way to enter the garage from the street. In some communities, direct openings on the street are frowned on. But they do save you money on paving costs.

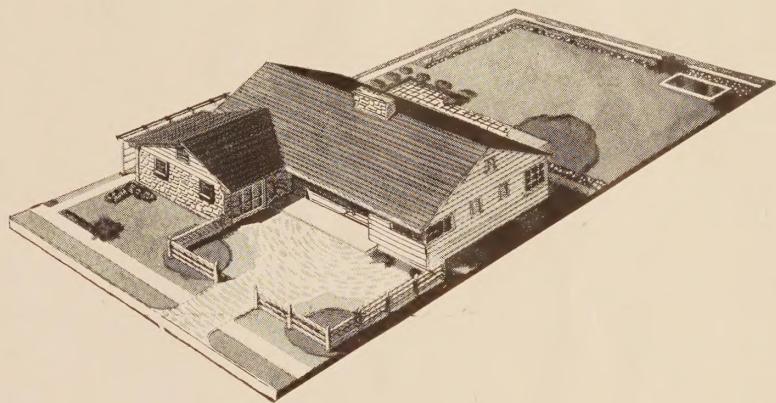




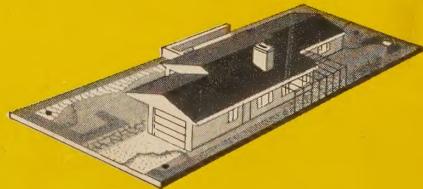
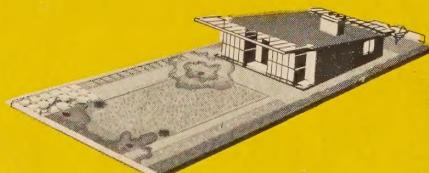
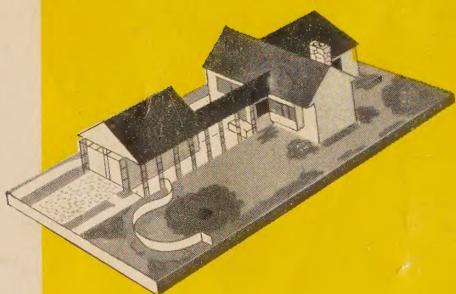
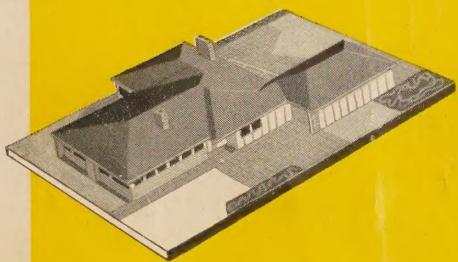
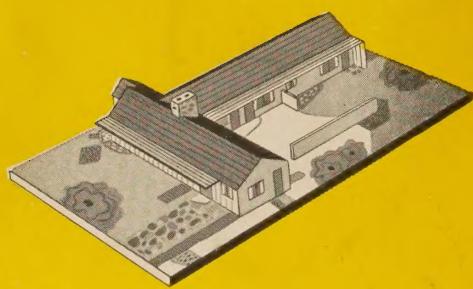
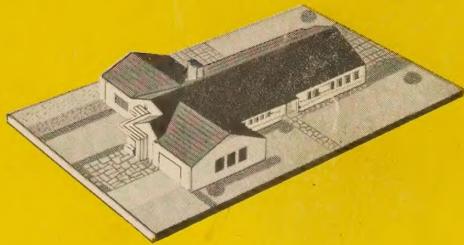
The rear and service sides of this house present a pleasing appearance, which is more than you can say for most houses. HOUSE BEAUTIFUL believes that all four sides of a house should—and can—be pretty. Believe us, though, it doesn't just happen by itself.



Below, the cardboard model which is so easy to fold into three-dimensional form that any ten-year-old can do it. It lets you see the character of this charming house before you actually commit yourself to irrevocable deeds, contracts, and ground-breaking ceremonies.



Now . . . You can see how this charming house will look in real life with an easy-to-build, minutely perfect scale model. See pages 34 & 35 for details.



**IN THIS BOOK...**

**a brilliant idea for all  
those planning to build a  
new home. It will save you**

**TIME... MONEY...**

**MISTAKES**

**will help you BETTER your  
home... better your LIVING**